PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Chrisanne Ferry **DATE:** March 9, 1993

FROM: Michelle Marcisak

SUBJECT: VIRGINIA SLIMS OF CHICAGO - FEBRUARY 8-14, 1993

The following is information regarding the Virginia Slims of Chicago:

TOURNAMENT POS

We have not produced POS materials for the sales force this year because of our new retail tie-in and promotion with Dominick's.

HOSPITALITY

The customer hospitality party is scheduled for Sunday, February 14 between 10:30 AM and 12:30 PM at the U.I.C. Pavilion..

You will receive the following materials for the reception:

48 Ashtrays
400 Cocktail Napkins
135 T-shirts

All of these materials will be shipped to the section office. Debra Miller will bring name tags, holders and matches.

TICKETS

A list of daily ticket quantiities is attached. Please call Mary Heath at the IMG office to arrange for pickup of your tickets, parking passes and credentials. The number is (312) 565-4100.

ON-SITE OPERATIONS

Heather Hellman and I will be on-site for the week of the tournament. Feel free to call me at (212) 880-3651 if I can assist you with anything.

PRO-AM

We are invited to ask the local key customers if they would like to participate in the Pro-Am on Monday February 8. Please let Mary Heath or myself know ASAP of any participants.

CC: INA BROEMAN
MARY HEATH
DEBRA MILLER
EDNA MOORE
GARY SALVATO
NANCY ZIMBALIST

2041002386

Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

VIRGINIA SLIMS OF CHICAGO

TICKETS

	BOX	Salesforce	RESERVED SEATING	Salesforce
10:00 AM		14		40
MONDAY 7:00 PM		14		40
10:00 AM		14		40
TUESDAY 7:00 PM		14		40
10:00 AM		14		40
WEDNESDAY 7:00 PM		14		40
10:00 AM		14		40
THURSDAY 7:00 PM		14		26
11:00 AM		12		26
FRIDAY 7:00 PM		12		24
1:00 PM		12		24
SATURDAY 7:00 PM		12		24
12:30 PM SUNDAY		10		24

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Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

2041002388

Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

FORM #3450NY
PM USA REV. 11/88
POS # 22014
COMP A50(15)

PHILIP MORRIS USA

P.O.S. MATERIALS TRANSFER
ITEMS RETURNED TO KEARNY INVENTORY

Returned By: _____ Date: _____

Department: _____ Location: _____

P.O.S.#	DESCRIPTION	# OF UNITS PER CASE	QUANTITY CASES RETURNED PER ITEM	FOR KEARNY USE ONLY
		TOTAL QUANTITY OF CASES RETURNED		

Date Received Kearny: _____ Received By: _____

Comments/Shortages/Damage: _____

2041002389

Note: A copy of the P.O.S. Materials Transfer form must be forwarded to Merchandising Distribution and Analysis prior to returning materials.

DISTRIBUTION: **ORIGINAL:** WITH SHIPMENT—AFFIX ORIGINAL TO ONE OF THE RETURN CASES.
DUPLICATE: MERCH. DIST. DEPT.
TRIPLICATE: RETAIN

Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

FORM #3460NY
PM USA REV. 11/98
POS # 22614
COMP A50(15)

PHILIP MORRIS USA

P.O.S. MATERIALS TRANSFER
ITEMS RETURNED TO KEARNY INVENTORY

Returned By: N. Zimbalist Date: 4/16/92

Department: EVENT MKTG. Location: 120/12

P.O.S.#	DESCRIPTION	# OF UNITS PER CASE	QUANTITY CASES RETURNED PER ITEM	FOR KEARNY USE ONLY
72251	VSC Wastebaskets	6	6	
72252	VSC Signs	6	3	
62764	VSC STACKING TRAYS	6	2	
72253	VSC Display Racks	2	1	
72254	VSC File Boxes	5	1	
72255	VSC Trash liners	500	1	
57200	VST Ashtrays	100	1	
72256	VSC Supplies	1	1	
		TOTAL QUANTITY OF CASES RETURNED	16	

Date Received Kearny: _____ Received By: _____

Comments/Shortages/Damage: _____

2041002390

Note: A copy of the P.O.S. Materials Transfer form must be forwarded to Merchandising Distribution and Analysis prior to returning materials.

DISTRIBUTION: ORIGINAL: WITH SHIPMENT—AFFIX ORIGINAL TO ONE OF THE RETURN CASES.
DUPLICATE: MERCH. DIST. DEPT.
TRIPLICATE: RETAIN

Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

FORM #3449NY
PM USA 6/83
POS #22015
COMP D4132/A28

PHILIP MORRIS USA

P.O.S. DESTRUCTION NOTICE

DATE: _____

TO: Manager - P.O.S. Warehouse

Please arrange for the immediate destruction/salvage of the following items:

Approved By: _____

P.O.S. #	ITEM	BOOK INVENTORY

Date Destroyed/Salvaged: _____ By: _____

2041002391

RETURN one copy to P.O.S. Operations, NYO
DISTRIBUTION: 2 copies to Warehouse Manager
1 copy to NYO Pending File

Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

FORM #3448NY
PM USA 6/83
FOS #22015
COMP 04132/A28

USA PHILIP MORRIS

P.O.S. DESTRUCTION NOTICE

DATE: 1/29/91

TO: Manager - P.O.S. Warehouse

Please arrange for the immediate destruction/salvage of the following items:

Approved By: NANCY Zimbalist

P.O.S. #	ITEM	BOOK INVENTORY
55968	VS Ginny Decal Kit	2,715
43958	Indian Wells Banner	15
55903	VS Ten 1990 Logo Sht	8,000
55918	VS Ten Directional Sign	2
55904	V.S Ten B+H Logo Sheet	7,000
55921	VS Ten 16 Draw Sheet	198
55922	VS Ten 32 Draw Sheet	160
55923	VS Ten 64 Draw Sheet	248
55946	VS Computer Paper	298,500
55947	VS Tennis Rank Paper	191,500
55966	VS Ten 16 Draw Sheet	878
55971	VS Ten 32 Draw Sheet	858
55974	VS Ten 64 Draw Sheet	718
55989	VS Ten 32 Draw Poster	18
55990	VS Ten 16 Draw Poster	19
57957	VS Ball Person T-Shirt XL	1
41802	VS Ten Elle Umbrella	0
56004	VS Old Scoreboard	0
57800	VS Gold Foil T-Shirt M	0

2041002392

Date Destroyed/~~Salvaged:~~ 2-4-91 By: A.K.

Items deleted from system 2/5/91

RETURN one copy to P.O.S. Operations, NYO
DISTRIBUTION: 2 copies to Warehouse Manager
1 copy to NYO Pending File

Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

AIR FREIGHT SERVICE REQUEST

ACCOUNTING CHARGE CODE: _____ DATE: _____

☐ Retail Promotion / Coupons / Events

Promotion Name: _____

_____

☐ Inbound Deliveries / Vendor to Vendor

Purchase Order #: _____

Vendor Name: _____

Origin Zip Code: _____ Destination Zip Code: _____

☐ Date Specific Orders (Orders generated by Field and New York Office personnel)

Requisition #: _____

Please fax approved document for date specific orders to Micky Bishop on day of entry (fax #201-997-6383).

REASON FOR AIR FREIGHT: _____

_____

_____

VICE PRESIDENT APPROVAL(S) SIGNATURES FOR AIR SERVICE:

_____ _____

Signature Signature

_____ _____

Date Date

FAX COPY OF APPROVED FORM TO NICK RECINE (FAX # 201-997-6383) AND FORWARD A COPY TO STEVE BOWERS, 120 PARK, 12th FLOOR.

2041002393

Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

AIR FREIGHT SERVICE REQUEST

ACCOUNTING CHARGE CODE: 044-639-4401-16 E12 DATE: JAN 10, 1993

☑ Retail Promotion / Coupons / (Events)

Promotion Name: VIRGINIA SLIMS OF CHICAGO

PRO SHOP REORDER

☐ Inbound Deliveries / Vendor to Vendor

Purchase Order #: _____

Vendor Name: KDC

Origin Zip Code: 07032 Destination Zip Code: 60601

☐ Date Specific Orders (Orders generated by Field and New York Office personnel)

Requisition #: 69918

Please fax approved document for date specific orders to Micky Bishop on day of entry (fax #201-997-6383).

REASON FOR AIR FREIGHT: PRO SHOP DID NOT ORDER ENOUGH T-SHIRTS - NEED ADDITIONAL

VICE PRESIDENT APPROVAL(S) SIGNATURES FOR AIR SERVICE:

(ELLEN MERLO, e.g.)
Signature

_____
Signature

_____
Date

_____
Date

FAX COPY OF APPROVED FORM TO NICK RECINE (FAX # 201-997-6383) AND FORWARD A COPY TO STEVE BOWERS, 120 PARK, 12th FLOOR.

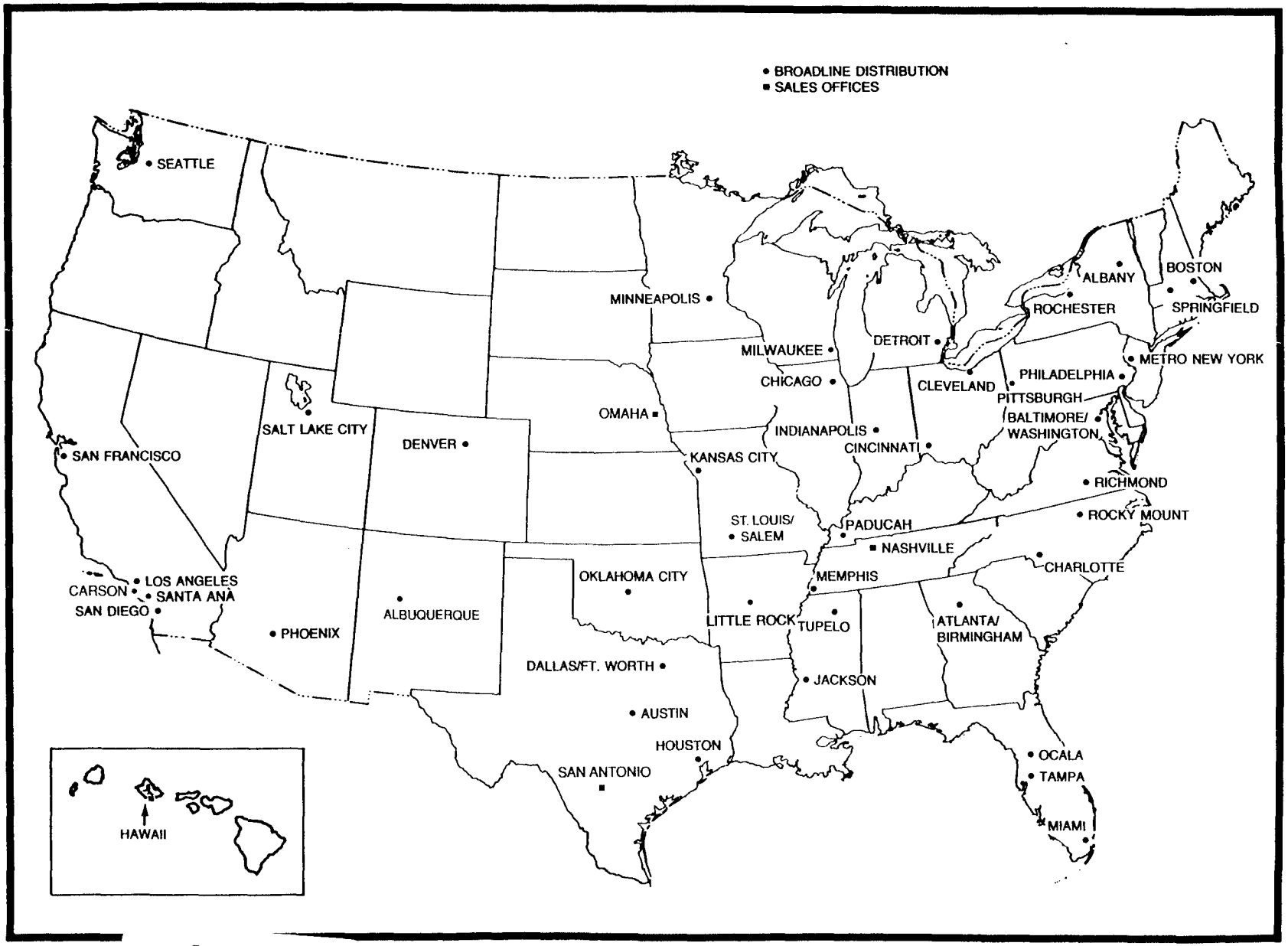
2041002394

Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

2041002395

Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

SALES AREAS
SERVICED BY
KRAFT FOODSERVICE



F91-755

Printed in U.S.A.

Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

KRAFT FOODSERVICE

These Kraft Foodservice Broadline Distribution Centers and Sales Offices are listed alphabetically by metropolitan area.

ALBANY
755 Pierce Road
Clifton Park, NY 12065
518-877-8511

ALBUQUERQUE
c/o Super Value
5600 2nd Street, N.W.
Albuquerque, NM 87107
505-343-2200

ATLANTA/BIRMINGHAM
6685 Crescent Drive
Norcross, GA 30071
404-263-4300

AUSTIN/SAN ANTONIO
1179 A. Springdale Road
Austin, TX 78721
512-926-5051 (Austin)
512-657-6901 (San Antonio)

BALTIMORE/WASHINGTON
8730 Bollman Place
Savage, MD 20763
301-470-2662 (Wash.)
301-792-8400 (Balt.)

BOSTON
One Technology Drive
Centennial Ind. Park
Peabody, MA 01960
508-977-5100

CARSON
1031 Watsoncenter Road
Carson, CA 90745
310-549-3900

CHARLOTTE
1133 Atando Avenue
Atando Ind. Park
Charlotte, NC 28206
704-372-0030

CHICAGO
800 Supreme Drive
Bensenville, IL 60106
708-595-1200

CINCINNATI
5445 Spellmire Drive
Cincinnati, OH 45246
513-874-3663

CLEVELAND
8000 Bavaria Road
Twinsburg, OH 44087
216-963-6789

DALLAS/FT. WORTH
950 S. Shiloh Road
Garland, TX 75042
214-487-6200

DENVER
11955 E. Peakview Avenue
Englewood, CO 80111
303-792-9230

DETROIT
27000 Wick Road
Taylor, MI 48180
313-946-5300

HANOVER
7477 Candlewood Road
Hanover, MD 21076
301-859-4560

HAWAII
91-290 Kauhi Street
Ewa Beach, HI 96707
808-682-2071

HOUSTON
10 S. Trade Center Parkway
Conroe, TX 77385
409-321-1729

INDIANAPOLIS
9200 E. 146th Street
Noblesville, IN 46060
317-773-2290

JACKSON
1125 Weems St.
Greenway Industrial Park
Pearl, MS 39208
601-939-9433

KANSAS CITY/OMAHA
8725 Rosehill Road
Suite 400
Lenexa, KS 66215
913-894-6161

LITTLE ROCK
2200 Commercial Street
Little Rock, AR 72206
501-375-3282

LOS ANGELES
620 S. Hacienda Boulevard
City of Industry, CA 91745
818-968-8311

MEMPHIS
4300 Air Trans Rd.
Memphis, TN 38118
901-363-4541

METRO NEW YORK
2101 91st Street
North Bergen, NJ 07047
201-854-1100

MIAMI
777 S. Congress Avenue
Delray Beach, FL 33444
407-278-6858

MILWAUKEE
W. 137 North 9245
Highway 145
Menomonee Falls, WI 53051
414-251-9600

MINNEAPOLIS/ST. PAUL
2864 Eagandale Blvd.
Eagan, MN 55121
612-454-6580

NASHVILLE
The Oak Complex
Suite 106
1100 Kermit Drive
Nashville, TN 37217
615-361-8012

OCALA
3010 N.E. 24th St.
Ocala, FL 32670
904-732-3166

OKLAHOMA CITY
525 Central Park Drive
Suite 525
Oklahoma City, OK 73105
405-524-8411

PADUCAH
1350 North Tenth Street
Paducah, KY 42001
502-442-8243

PHILADELPHIA
1100 E. Erie Avenue
Philadelphia, PA 19124
215-289-9000

PHOENIX
4650 W. Buckeye Road
Phoenix, AZ 85043
602-269-7241

PITTSBURGH
3115 Washington Pike
Bridgeville, PA 15017-1497
412-257-5400

RICHMOND
4112 Sarellen Road
Richmond, VA 23231
804-222-2222

ROCHESTER
12 Marway Circle
Rochester, NY 14624
716-247-3260

ROCKY MOUNT
2217 Hardee's Boulevard
Rocky Mount, NC 27801
919-977-7000

SALT LAKE CITY
Freeport Center Y-16
Clearfield, UT 84016
801-773-1200

SAN DIEGO
8515 Miramar Place
San Diego, CA 92121
619-457-4900

SAN FRANCISCO
2275 Junction Avenue
San Jose, CA 95131
408-435-1919

SANTA ANA
601 W. Dyer Road
Santa Ana, CA 92707
714-549-8711

SEATTLE
900 Powell SW
Renton, WA 98055
206-235-4700

SPRINGFIELD
1045 Sheridan St.
Chicopee, MA 01021
413-593-5571

ST. LOUIS/SALEM
502 S. Carty Street
Salem, MO 65560
314-729-6131

TAMPA
Parke East Industrial Park
7004 East Hanna
Tampa, FL 33610
813-621-6677

TUPELO
125 Coley Rd.
Tupelo, MS 38802
601-842-3415

2041002397

Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

2041002398

Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

Velveeta Light N' Lively Seaflest Cool Whip

Oscar Mayer Lender's Tang Entenmann's

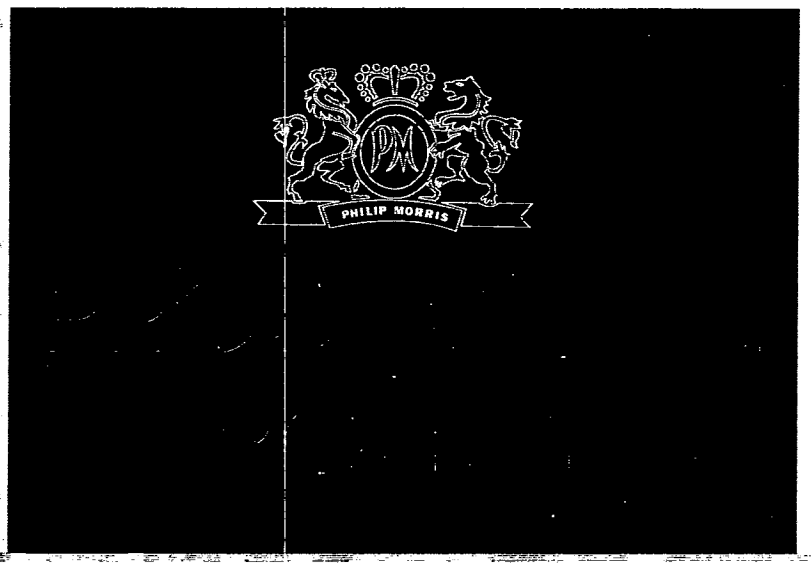
Toblerone Jell-O

Yuban Louis Rich

Kool-Aid Breyer's

Seaflest Löwenbräu

Velveeta Cool Whip



Oscar Mayer Bird's Eye Log Cabin Entenmann's

Toblerone Cheez Whiz Post Cereals Jell-O

Yuban Breakstone's Country Time Louis Rich

Kool-Aid Miracle Whip Lender's Breyer's

Marlboro Miller Beer Bird's Eye Löwenbräu

Velveeta Light N' Lively Seaflest Cool Whip

Oscar Mayer Miracle Whip Tang Entenmann

Toblerone Cheez Whiz

Yuban Breakstone's

Event and Meeting Planners Guide

2041002399

Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

PRODUCT USE POLICY

It is the policy of Philip Morris Companies Inc. to use as many of its own products at company-sponsored events as is practical, and to showcase our brands to their best advantage.

2041002400

This is a confidential document not to be distributed outside the company except to those under contract to the company with a confidentiality commitment.

Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

Product Use Policy

INTRODUCTION

As the world's largest consumer packaged goods company, Philip Morris Companies Inc. produces many of the world's most famous brands of foods, beverages and cigarettes. These are the products that make this company profitable, pay our salaries and provide opportunities for growth. It is to our individual and collective advantage to promote these products on every appropriate occasion.

In 1991, Philip Morris and its operating companies sponsored approximately 875 events at which food was served. That translates into 875 opportunities to showcase our products to the widest variety of markets, from the smallest **Kool-Aid** drink mix consumer to the largest institutional user of **Jell-O** gelatin in foodservice applications.

Section One of the Guide is designed to help event planners —and those to whom they report —to make the most of such opportunities in 1992 and the years to come. It sets forth the policy governing the use of our products —and those of our competitors —identifies competitive brands to be avoided, lists sources for our brands, provides billing instructions and outlines approved practices for identifying our brands in printed menus and table displays.

Subsequent sections will cover suggested breakfast and lunch menus and recipes and an extensive dinner menu and recipe guide prepared by the Culinary Institute of America.

PRODUCT USE POLICY

This policy applies to all internal foodservice suppliers, to all who plan events including outside consultants, and to all company related events —from staff meetings and training retreats to brand promotion sporting events and PM-sponsored banquets and receptions at non-profit meetings and conferences.

In applying this policy, planners are expected to use discretion in requiring the use of our products, whether foodservice or retail, by restaurants, hotels and caterers, especially with those vendors who normally use only fresh, unprocessed ingredients. Planners should work with the executive chef handling the event, making sure that the vendor is not asked to do more than he is capable of doing. The use of our products must *enhance* the image of our brands, not detract from it.

Event menus should be based on General Foods, Kraft and Oscar Mayer Foodservice products, which are packaged for large quantities and may be specially formulated for foodservice preparation[1].

When it is necessary to include KGF consumer products in the menu, they should be ordered directly from their KGF production unit, to insure delivery to the vendor or the nearest Kraft Foodservice distributor, in optimum condition. (Planners will have to exercise their own judgment in determining the most efficient delivery point.)

Consumer products not in national distribution should be used only at events taking place in markets where the product can be purchased at retail.

[1]To this end, the greatest caution must be employed in ordering retail products for large scale events. Because they are not designed for large-quantity preparation, many retail products do not stand up under institutional conditions. Be guided by the vendor's resources—and advice—in selecting menus requiring retail products that must be processed—whipped, melted, cooked, kept hot, etc.—before they can be served.

2041002401

Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

Do not use competitive brands unless absolutely necessary —if, for an outside event, the KGF brand is unobtainable, it is best to drop that item from the menu. If that is not possible, the product should be served in such a way that the brand cannot be identified.

Competitors' brands of products we do not make —snacks, tuna fish, peanut butter —should be used only when no comparable product is available. (Kraft Foodservice branded items are the preferred alternatives. Contact local Kraft Foodservice distribution centers to review the available brands and products.)

When single service items, i.e., individual salt and peppers, sugars, packaged jellies, condiments, etc., are required, use Kraft-branded items, available through Kraft Foodservice Distribution Centers, or the hotel's own brand.

General Foods coffees —and Maxwell House teas —should be served at every meal, including cocktail receptions, where they are usually offered with Kraft cheese, fruit and/or dessert selections.

All available brands of Miller beer should be offered at any event where it is legal and appropriate to serve alcoholic beverages. If beer is to be available on draft, make sure that Miller taps are on the pumps.

There are no restrictions on wine or spirit brand choices, or on soft drinks and mixers at such events.

Sample cigarettes, ashtrays and matches should be available to smokers at least twenty-one years of age at every event, unless prohibited by law.

Planners are advised to have an assortment of Philip Morris' major brands on hand to give to smokers of competitor brands to encourage them to sample Philip Morris products. A list of comparable brands appears at the end of this document.

Unused food products should be donated to a local food bank through the hotel or caterer, who will know what is required for such donations.

Planners are expected to pay regular prices, including tax, for Company food products, either foodservice or consumer. The unit sponsoring the event will be billed, either through the hotel or caterer, or directly, as the planner indicates. These invoices are to be paid as any supplier's invoice is paid, i.e., approved by the purchaser and charged against the code normally used for event-related purchases.

MANUFACTURERS OF COMPETITIVE BRANDS

American Brands, Inc.
Anheuser-Busch Companies, Inc.
Borden Inc.
Brown & Williamson Tobacco Corp.
Campbell Soup Company
ConAgra, Inc.
Coors Brewing Company
CPC International Inc.
General Mills, Inc.
G. Heileman Brewing Company, Inc.
H. J. Heinz Company
Hershey Foods Corporation
Kellogg Company
Liggett Group Inc.
Lorillard
Mars, Incorporated
Nestle Foods Corporation
Ralston Purina Company
R.J. Reynolds Company
Nabisco Brands, Inc.
Sara Lee Corporation
S&P (Pabst, Pearl & Falstaff)
The Procter & Gamble Company
The Quaker Oats Company
The Stroh Brewery Company
Unilever United States, Inc.

Sysco Corporation (foodservice branded products only)
Rykoff-Sexton, Inc. (foodservice branded products only)

2041002402

Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

KGF & MBC Brands	Acceptable Alternatives (May be used, if necessary)	Competitive Brands (avoid)
Bacon		
OSCAR MAYER **LOUIS RICH** turkey bacon[2]	**KRAFT** Foodservice	No other bacon should be served
Bagels		
LENDER'S	none	No other bagels should be served
Baked goods		
bread		
OROWEAT[3] **FREIHOFER'S**	ARNOLD PEPPERIDGE FARM local brands or hotel bakery	COLONIAL RAINBO KILPATRICK EARTH GRAIN WONDER HOME PRIDE SARA LEE
cakes		
ENTENMANN'S **FREIHOFER'S**	none (You may use items made from scratch by hotel, caterer or local bakery.)	SARA LEE BREAK CAKE
coffee cakes		
ENTENMANN'S **FREIHOFER'S**	none (as with cakes)	SARA LEE
cookies		
ENTENMANN'S **FREIHOFER'S**	none (as with cakes)	NABISCO
donuts		
ENTENMANN'S **FREIHOFER'S**	none (You may use hotel-made or unbranded locally made donuts.)	BREAK CAKE
pies		
ENTENMANN'S **FREIHOFER'S**	**KRAFT** Foodservice (if at all appropriate, have hotel or caterer make pies from **JELL-O** mixes. Fruit pies baked from scratch by hotel or local bakery are acceptable.)	BREAK CAKE SARA LEE MRS. SMITH'S
rolls		
FREIHOFER'S **OROWEAT**	none (as with cakes)	HOME PRIDE SARA LEE
sweet rolls		
ENTENMANN'S **FREIHOFER'S**	none (as with cakes)	SARA LEE BREAK CAKE HOSTESS

[2]Only available at retail
[3]ALL Oroweat, Freihofer's and Entenmann's products are ONLY available at retail.

2041002403

Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

KGF & MBC Brands	Acceptable Alternatives (May be used, if necessary)	Competitive Brands (avoid)
Beverages		
beer **MILLER LITE** **MILLER GENUINE DRAFT** **MILLER HIGH LIFE** **MILWAUKEE'S BEST** **MEISTER BRAU** **LEINENKUGEL'S** **LOWENBRAU** **SHARP'S** **MAGNUM MALT LIQUOR** **MILLER RESERVE** **LITE ULTRA**	none (Be sure to get tap heads changed when serving draft from a bar.)	No other beer should be served
carbonated drinks none	no competitors	none
coffee **BRIM** **GENERAL FOODS INTERNATIONAL COFFEES** **GEVALIA** **MAXWELL HOUSE** **SANKA** **YUBAN**	none	No other coffee should be served
fruit drinks **COUNTRY TIME** **CRYSTAL LIGHT** **KOOL-AID** **TANG** **TWIST** **CAPRI SUN**[4]	**KRAFT** single service	GATORADE CITRUS HILL MINUTE MAID TROPICANA
fruit juice **BIRDS EYE** frozen juices	**KRAFT** Foodservice frozen juices	CITRUS HILL MINUTE MAID TROPICANA
hot cocoa mix **BAKERS**	none	HERSHEY NESTLES
tea/iced tea **MAXWELL HOUSE**	TWINING Speciality teas	LIPTONS
vegetable juices none	CAMPBELLS tomato, V8	

2041002404

[4]Only available at retail.

Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

KGF & MBC Brands	**Acceptable Alternatives** (May be used, if necessary)	**Competitive Brands** (avoid)
Candy		
COTE D'OR chocolate **KRAFT** Buttermints **KRAFT** Caramels **KRAFT FUDGIES** **KRAFT** Marshamallows **KRAFT** Peanut Brittle **KRAFT** Toffee **TOBLERONE** Chocolate	M&M's REESE'S PIECES HEATH BARS CRACKER JACK	NESTLES HERSHEY DROSTE TOOTSIE ROLL
Cereals		
dry **POST GRAPE NUTS** **POST** Raisin Bran **POST TOASTIES** **POST FRUIT & FIBER** **HONEY BUNCHES OF OATS** **GREAT GRAINS** **POST** Bran Flakes **POST** Oat Flakes	none (**POST** brands are not available in food service sizes and only a few in single serving packages. Use retail packages emptied into appropriate serving bowls; identify brand with tent card.)	GENERAL MILLS KELLOGG'S NABISCO QUAKER RALSTON PURINA
hot none	(Use hotel or caterers brand of oatmeal, corn meal or ground wheat and rice cereals.)	
Cheese		
natural **BEE ROCQUEFORT** **CASINO** **CHURNEY** **EXCELSIOR** **FROMAGE BLUFRAIS** **KRAFT** **LUZZATTI** **PHILADELPHIA BRAND Cream Cheese** **POLLY-O** **TINY DANE Camembert** **LIGHT NATURALS** **CRACKER BARREL**	(Any unusual variety, not imported by **KRAFT** or available from Kraft Foodservice, may be supplied by the hotel or caterer.)	ALPINE LACE AMPI STATE BLUE MOON BREWSTER COUNTY LINE DORMAN-ROTH GREAT LAKES INTERNATIONAL CHEESE LAND O'LAKES LEPRINO MID-AMERICA FARMS NAVOO BLUE CHEESE PAULY BRAND RASKAS CREAM CHEESE SARGENTO SCHREIBER STELLA TREASURE CAVE
processed/cheese sauce **KRAFT** **CHEEZ WHIZ** **VELVEETA** **KRAFT FREE** Products	none	No other processed cheese or cheese sauce should be served

2041002405

Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

KGF & MBC Brands	Acceptable Alternatives (May be used, if necessary)	Competitive Brands (avoid)
Chocolate (cooking)		
BAKER'S	none	HERSHEY NESTLES DROSTE GHIRARDELLI
Cold Cuts		
OSCAR MAYER **LOUIS RICH**	none	No other brand of cold cuts should be served
Condiments		
barbecue sauce		
BULL'S-EYE **KRAFT** **OPEN PIT**[5] **THICK 'N SPICY**	A-1 Sauce LEA & PERRINS Worcestershire sauce HUNT'S ketchup	HEINZ ketchup KC MASTERPIECE CATTLEMAN'S BBQ Sauce HEINZ BBQ SAUCE
mustard		
KRAFT Mustard	none	FRENCH'S GULDEN'S GREY POUPON
specialty sauces		
KRAFT Sweet & Sour Sauce **KRAFT Tartar Sauce** **KRAFT Horseradish**	(Specialty sauces prepared from scratch by the hotel or caterer are acceptable.)	LA CHOY sweet & sour KIKKOMAN sweet & sour HEINZ tartar sauce
vinegar		
KRAFT vinegars	(Specialty imported varieties may be used.)	HEINZ vinegars
Crackers		
none	KEEBLER SUNSHINE local brands specialty brands	NABISCO
Dairy Foods		
cottage cheese	none	BORDON'S VIVA Low-fat
BREAKSTONE'S **KNUDSEN** **SEALTEST** **LIGHT N' LIVELY**		
ice cream		
BREYERS **KNUDSEN** **SEALTEST**[6] **FRUJEN GLADJE**[7]	none (Exotic sorbets & sherbets made by the hotel or caterer are acceptable.)	LADY BORDEN HAAGEN-DAZS EDY'S

[5]Foodservice brand only. Retail brand is owned by Campbells. Do not list on menus.
[6]Sealtest ice cream and Sealtest sour cream are only available at retail.
[7]Only available retail

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Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

KGF & MBC Brands	Acceptable Alternatives (May be used, if necessary)	Competitive Brands (avoid)
sour cream **SEALTEST** **KNUDSEN** **BREAKSTONE'S**	none	VIVA Low-fat MEADOW GOLD AXELROD
whipped topping **COOL WHIP** **DREAM WHIP**	none (Fresh whipped cream may be used whenever desired.)	REDI-WHIP
yogurt **BREAKSTONE'S** **KNUDSEN** **BREYERS** **LIGHT N' LIVELY**	none	DANNON YOPLAIT COLUMBO MOUNTAIN HIGH
Desserts and Mixes **D-ZERTA** puddings **JELL-O** gelatins **JELL-O** puddings **JELL-O** custards **JELL-O** mousses **JELL-O** cheesecake	none (Puddings, custard, mousses and cheesecakes made from scratch by hotel or caterer are acceptable. Be sure chocolate versions are made with BAKER'S chocolate)	SWISS MISS ROYAL gelatins SNACK PACK MY-T-FINE
Frozen Food[8] **ALL AMERICAN GOURMET** **BIRDS EYE** **BUDGET GOURMET**	**KRAFT** Foodservice frozen (Use fresh fruits and vegetables unless there is a compelling reason to use our branded products in quantity servings.) **NATURAL RESOURCE** fresh produce	GREEN GIANT BANQUET HEALTHY CHOICE
Ham **OSCAR MAYER**	**KRAFT** Foodservice	COUNTRY PRIDE ARMOUR SWIFT PREMIUM ECKRICH
Jams & Jellies **BREYERS**[9] **KRAFT**[10]	none	SMUCKER'S KNOTT'S BERRY FARM
Margarine **COUNTRY CHURN** **PARKAY** **TOUCH OF BUTTER**	**KRAFT** Foodservice	PROMISE LAND O' LAKES I CAN'T BELIEVE IT'S NOT BUTTER

[8]Only available at retail
[9]Only available at retail
[10]Use single service pkgs.

2041002407

Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

KGF & MBC Brands	Acceptable Alternatives (May be used, if necessary)	Competitive Brands (avoid)
Mayonnaise and Salad Dressings **KRAFT Real Mayonnaise** **MIRACLE WHIP Salad Dressing** **KRAFT FREE Mayonnaise**	**KRAFT** Foodservice/SALAD SHOPPE **KRAFT** Extra Heavy Mayonnaise (Mayonnaise made from scratch is acceptable.)	HELLMANN'S WEIGHT WATCHERS SYSCO SEXTON
prepared dressings **KRAFT** regular and reduced calorie dressings (liquid and dry mix) **GOOD SEASONS** Salad Dressing Mixes **SEVEN SEAS HOUSE** Dressings **KRAFT FREE** Dressings	**KRAFT** Foodservice **HOUSE dressings by KRAFT** **RANCHER'S CHOICE** dry dressing mix. (Vinaigrette dressings made from scratch are acceptable.)	No other branded salad dressings should be used
Pasta **DIGIORNO** **LUZZATI**		MUELLER'S CREAMETTE RONZONI
Pickles **CLAUSSEN**		VLASIC HEINZ
Pizza **TOMBSTONE** **BOBOLI** Crusts	none	CELESTE
Rice **MINUTE Rice**	**KRAFT** Foodservice[11] (Wild rice may be used.)	ROBERTS RICE NEAR EAST brand UNCLE BEN'S RICE-A-RONI
Seafood **LOUIS KEMP CRAB DELIGHTS** **KEMP LOBSTER DELIGHTS**	none (Use only fresh seafood if **LOUIS KEMP** is inappropriate or unavailable.)	
Single Service Items **KRAFT** branded salt & pepper **KRAFT** condiments **KRAFT** jams and jellies, honey **KRAFT** cheeses **KRAFT** dressings **KRAFT** spreads	none (Hotel-branded items are acceptable.)	AUNT JEMIMA BORDEN'S CHATSWORTH COOKS DICKENSONS FRENCH'S HEINZ HELLMANN'S KNOTTS BERRY FARM N JOY PPI RYCOFF SEXTON SAVANNA

[11]Minute Rice is not designed for foodservice use. Kraft Foodservice brand is specially formulated for this reason.

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Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

KGF & MBC Brands	Acceptable Alternatives (May be used, if necessary)	Competitive Brands (avoid)
		SERV A PORTION SUGAR FOODS SYSCO WELCH'S
Stuffing Mix **STOVE TOP**	none (Stuffing made from scratch by hotel or caterer are acceptable.)	ARNOLD
Snack Foods chips **HOSTESS**[12] **FRITO-LAY**[13]	FRITO-LAY	EAGLE Brand CAPE COD WISE BORDEN'S RIDGIES NY DELI
cheese flavored none	CHEETOS	CHEEZ DOODLES
nuts none	**KRAFT** Foodservice	EAGLE Brand PLANTERS
popcorn none	**KRAFT** Foodservice FRITO-LAY local brands	CAPE COD
pretzels none	Use local brands	EAGLE brand NABISCO
Syrup **KRAFT** **LOG CABIN** **LOG CABIN WIGWAM**	none Any local or independent brand of 100% maple syrup is acceptable	CARY'S McDONALD'S MRS. BUTTERWORTH'S VERMONT MAPLE ORCHARDS VERMONT MAID AUNT JEMIMA
Tuna none	**KRAFT** Foodservice	CHICKEN OF THE SEA STAR-KIST
Turkey **LOUIS RICH**	**KRAFT** Foodservice	ARMOUR BUTTERBALL

[12]Only available in Canada.
[13]Only in Canada, where we have a coop program with Pepsico.

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CIGARETTE BRAND SELECTION

FULL MARGIN BRANDS

COMPETITIVE*	TAR	SWITCH TO:
Camel Filter	FF	Marlboro, Merit, Bucks FF
Camel Lts	LT	Marlboro Medium, Merit, Bucks Lts
Capri 100's	LT	V. Slims Superslims
Capri Men 100's	LT	V. Slims Superslims Men
Carlton	ULT	Merit Ultima, B&H DUL, V. Slims UL
Carlton Men	ULT	Merit UL Men, B&H DUL Men, V. Slims UL M
Kent	LT	Merit, Marlboro Lts, Parliament Lts, B&H Lts
Kent III	ULT	Merit UL, B&H DUL, V. Slims UL
Kool	FF	Marlboro Men, Merit Men, Alpine, B&H Men
Kool Milds	LT	Merit Men, Marlboro Lts Men, Alpine Lts
More 120's	FF	Saratoga
More Men 120's	FF	Saratoga Men
More White Lts 120's	LT	V. Slims 120's
More White Lts Men 120's	LT	V. Slims 120's Men
More Lts 100's	LT	V. Slims Lts
More Lts 100's Men	LT	V. Slims Lts Men
Newport	FF	Marlboro Men, B&H Men, Alpine, V. Slims Men, Merit Men
Newport Lts	LT	Merit Men, Marlboro Lts Men, Alpine Lts, B&H Lts Men
Newport Stripes 100's	LT	V. Slims Lts
Now	ULT	Merit Ultima
Pall Mall	FF,LT	Marlboro, Merit, B&H, V. Slims, Marlboro Lits. B&H Lts, V. Slims Lts
Salem	FF	Marlboro Men, Alpine, B&H Men, V. Slims Men
Salem Lts	LT	Merit Men, Marlboro Lts Men, Alpine Lts, B&H Lts Men, V. Slims Lts Men
Salem Slim Lts 100's	LT	V. Slims Lts Men
Salem Ult Lts	ULT	Merit UL Men, B&H DUL Men, VS UL Men
Tareyton	LT	Parliament Lts, Marlboro Lts, Merit, B&H Lts
True 85's	ULT	Merit UL
True 100's	LT	Merit, Parliament Lts, B&H Lts
Vantage	LT	Merit, Marlboro Lts, Parliament Lts, B&H Lts
Vantage Men	LT	Merit Men, Marlboro Lts Men, B&H Lts Men, Alpine Lts
Vantage UL	ULT	Merit UL, V. Slims UL, B&H DUL
Vantage UL Men	ULT	Merit UL Men, V. Slims UL Men, B&H DUL M
Winston	FF	Marlboro, Merit, B&H, V. Slims, Bucks FF
Winston Lts	LT	Marlboro Medium, Merit, B&H Lts, V. Slims Lts
Winston UL	ULT	Merit UL, B&H DUL, V. Slims UL

*Competitive brands are available in both 85's and 100's unless otherwise noted.

FF–Full Flavor LT–Low Tar ULT–Ultra Low Tar Green – Menthol

PRICE VALUE BRANDS

COMPETITIVE*	TAR	SWITCH TO:
American Filter	FF,LT	Cambridge FF, Lts
Belair	LT	Alpine Lts, Cambridge Lts Men
Century	FF,LT	Players Lts 25's
Doral	FF,LT,ULT	Cambridge FF, Lts & Ults, Bucks
Doral Menthol	LT	Alpine Lts, Cambridge Lts Men
Generic	FF,LT,ULT	Cambridge, Bucks, Bristol
Generic Men	FF,LT	Alpine, Cambridge Lts Men
Lucky Lts	LT	Cambridge Lts
Magna 85's	FF	Bucks FF, Cambridge
Magna Lts 85's	LT	Bucks Lts, Cambridge Lts
Malibu	FF,LT	Cambridge FF, Lts
Malibu Men	LT	Alpine Lts, Cambridge Lts Men
Misty Slim	LT	Cambridge Lts, Alpine Lts
Montclair	FF,LT	Bristol FF, Bristol Lts
Montclair Lt 100 Men	LT	Bristol Lts 100 Men
Pyramid	FF,LT,ULT	Bristol FF, Bristol Lts & ULT
Pyramid Men	FF,LT	Bristol Lts Men
Raleigh Filter	FF	Bucks FF, Cambridge FF
Sterling	FF,LT	Cambridge
Viceroy	FF	Bucks FF,Cambridge FF

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Velveeta	Light N' Lively	Seaftest	Cool Whip
Oscar Mayer	Lender's	Tang	Entenmann's
Toblerone	Miller Beer	Bird's Eye	Jell-O
Yuban	Light N' Lively	Seaftest	Louis Rich
Kool-Aid	Miracle Whip	Tang	Breyer's
Seaftest	Cheez Whiz	Lender's	Löwenbräu
Velveeta	Breakstone's	Bird's Eye	Cool Whip
Oscar Mayer	Bird's Eye	Log Cabin	Entenmann's
Toblerone	Cheez Whiz	Post Cereals	Jell-O
Yuban	Breakstone's	Country Time	Louis Rich
Kool-Aid	Miracle Whip	Lender's	Breyer's
Marlboro	Miller Beer	Bird's Eye	Löwenbräu
Velveeta	Light N' Lively	Seaftest	Cool Whip
Oscar Mayer	Miracle Whip	Tang	Entenmann's
Toblerone	Cheez Whiz	Lender's	Breyer's
Yuban	Breakstone's	Bird's Eye	Löwenbräu

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Event and Meeting Planners Guide

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Luncheon Menu Suggestions

It is the policy of Philip Morris Companies Inc. to use as many of its own products at company sponsored events as is practical, and to showcase our brands to their best advantage.

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" The recipes in this guide have been developed by The Culinary Institute of America as an industry service for Philip Morris."

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Luncheon Menu Suggestions

SOUP

Navy Bean ____ 7

Cheddar Cheese ____ 11

Turkey Vegetable ____ 15

ENTREES

Potato & Ham Savoyard with Braised Leafy Greens ____ 23

Barbecued Beef Fajita with Corn Salsa,
Cabbage & Pineapple Salad ____ 29

Sweet & Sour Chicken with Nappa
Cabbage Stir-fry & Toasted Boboli Sesame Triangles ____ 35

DESSERTS

Lemon Cheese Tarts with Berries & Citrus Sauces ____ 45

Lime & Strawberry Gelee with Caramel Almond Crisps ____ 53

Chocolate Mousse with Meringue Hat & Fresh Fruit Gelee ____ 59

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Soups

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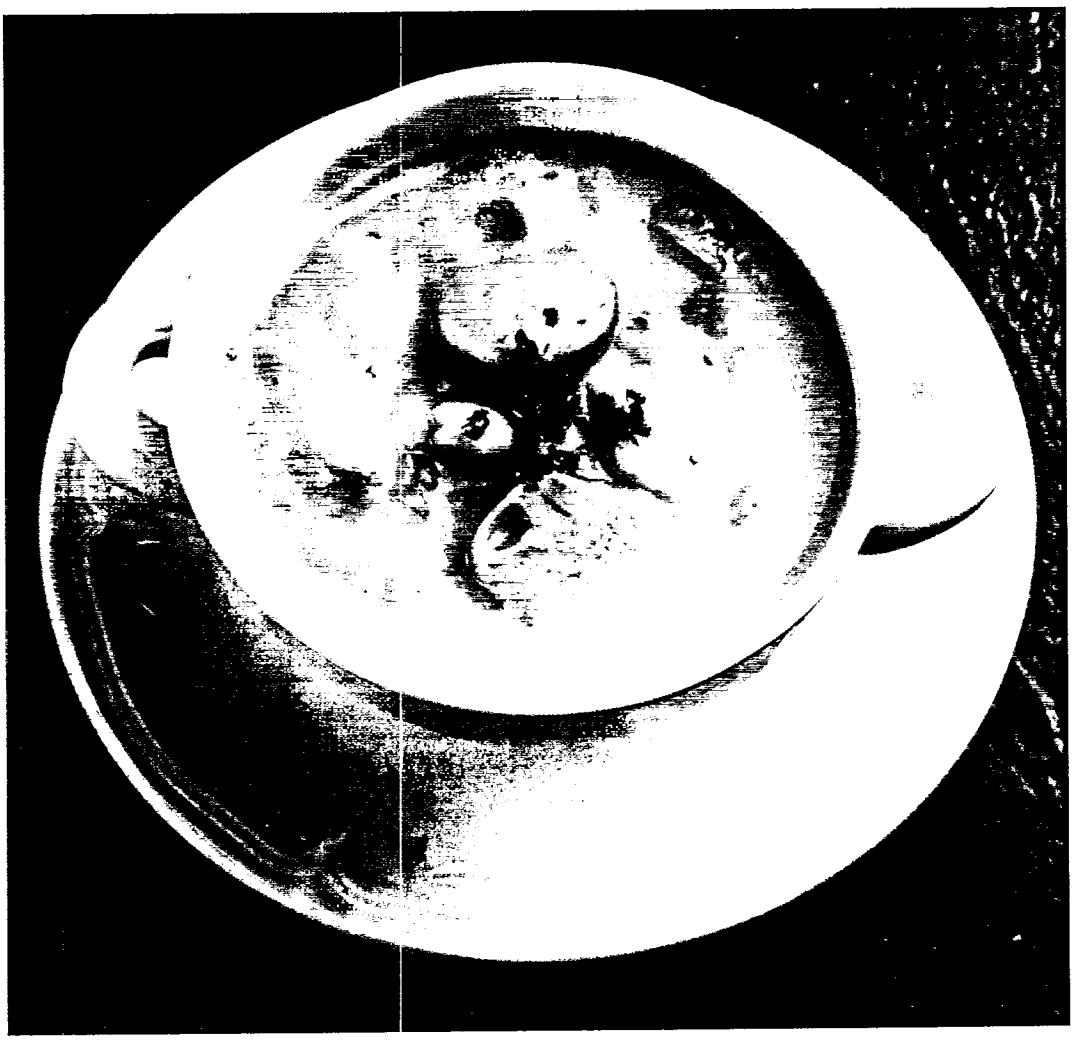

Navy Bean Soup

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Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

Navy Bean Soup
Ingredients & Method

Ingredients **Yield:** 1 Gallon

Navy Beans (soaked in water overnight)	2 lbs.
Oscar Mayer Golden Jubilee Ham, 1/4 inch dice	**8 oz.**
Chicken stock	5 qts.
Diced onions	2 lbs.
Carrots, diced	1 lb.
Celery, diced	1lb.
Oil	6oz.
Garlic,minced	1tsp.
Potatoes, diced	2 lbs.
Vinegar (cider)	1/4 cup
Parsley chopped	1/2 tsp.
Oscar Mayer frankfurters, sliced	10 ea.
Salt and pepper	to taste

Method

1. Remove water from beans.
2. Saute onions, carrots, celery and garlic in oil.
3. Add stock and drained beans.
4. Simmer until beans are tender.(add more stock if necessary)
5. Puree half the beans and return to soup.
6. Add diced ham.
7. Add potatoes and cook until tender.
8. Season with salt and pepper and vinegar.
9. Garnish with sliced frankfurters and parsley.

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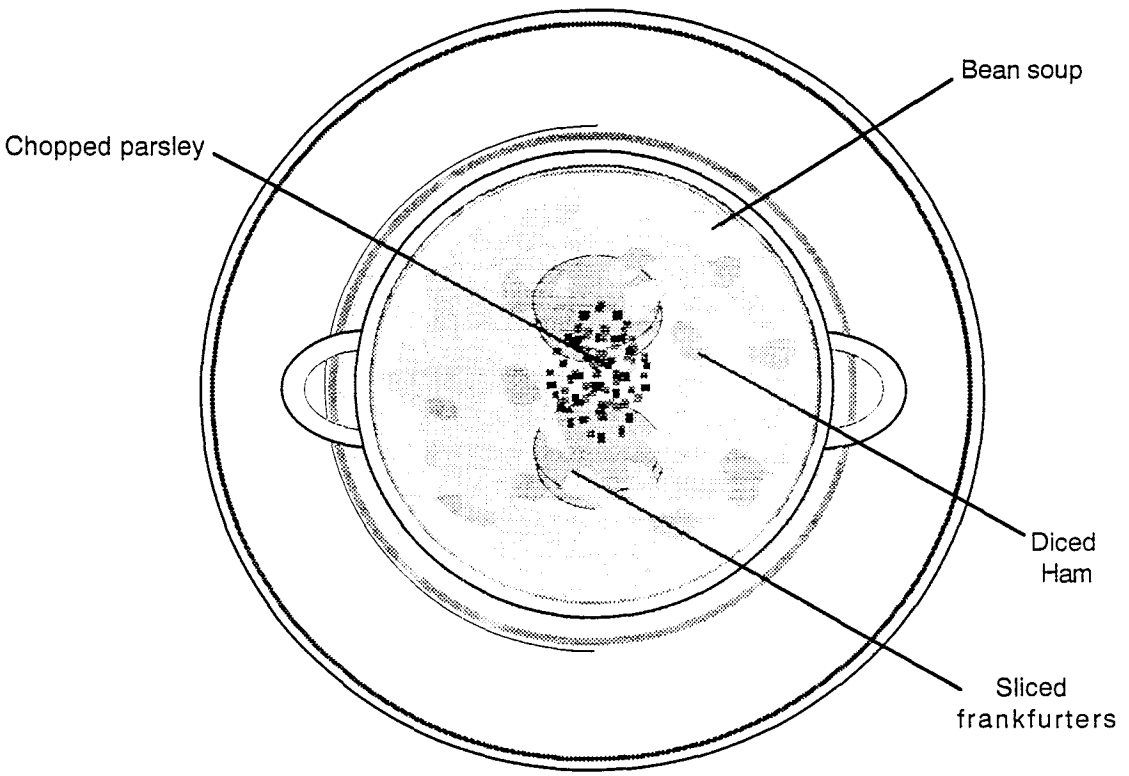
Navy Bean Soup



Soup is shown in bouillon cup with underliner

Soup Description:

Soup:	Navy bean soup according to recipe
Garnish:	Beans, meat and vegetables in soup Sliced frankfurters and parsley
Method of Serving:	• Place bean soup in soup cup or bowl • Arrange two pieces of sliced frankfurter in the center on top of the soup • Sprinkle with chopped parsley
Note:	Soup may be served in a bouillon cup as shown or a soup bowl with underliner

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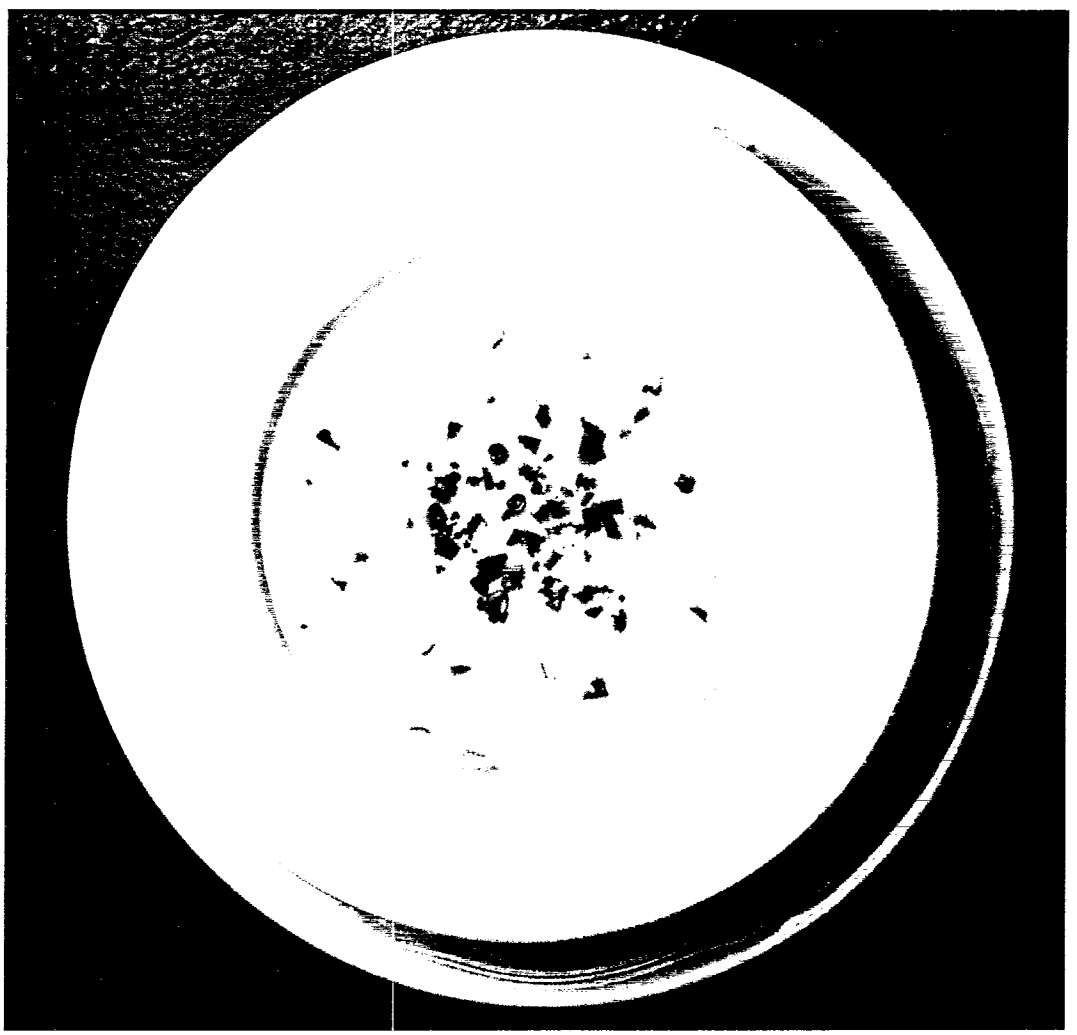

Cheddar Cheese Soup

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Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

Cheddar Cheese Soup
Ingredients & Method

Ingredients:	**Yield:** 1 Gallon
Onion, finely diced	5 oz.
Parkay margarine	4 oz.
Flour	4 oz.
Paprika	1 tsp.
Kraft mustard	
Chicken stock	5 cup
Heavy cream	5 cup
Kraft Colby cheese	1 lb.
Worcestershire sauce	4 tsp.
Milk	6 oz.
Salt and pepper	to taste
Garnish:	
Yellow pepper,1/4 inch dice	1 ea.
Red pepper, 1/4 inch dice	1 ea.
Green pepper, 1/4 inch dice	1 ea.
Oscar Mayer bacon, crisp,chopped	3 oz.

Method

1. Melt butter and saute onion until translucent. Add flour and cook for 5 to 8 minutes. (blonde roux)
2. Add chicken stock and simmer for 45 minutes.
3. Add all seasonings and cream, heat to boiling point.
4. Saute the garnish with a small amount of olive oil.
5. Place garnish and shredded cheese on top of soup. (do not reheat to boiling).

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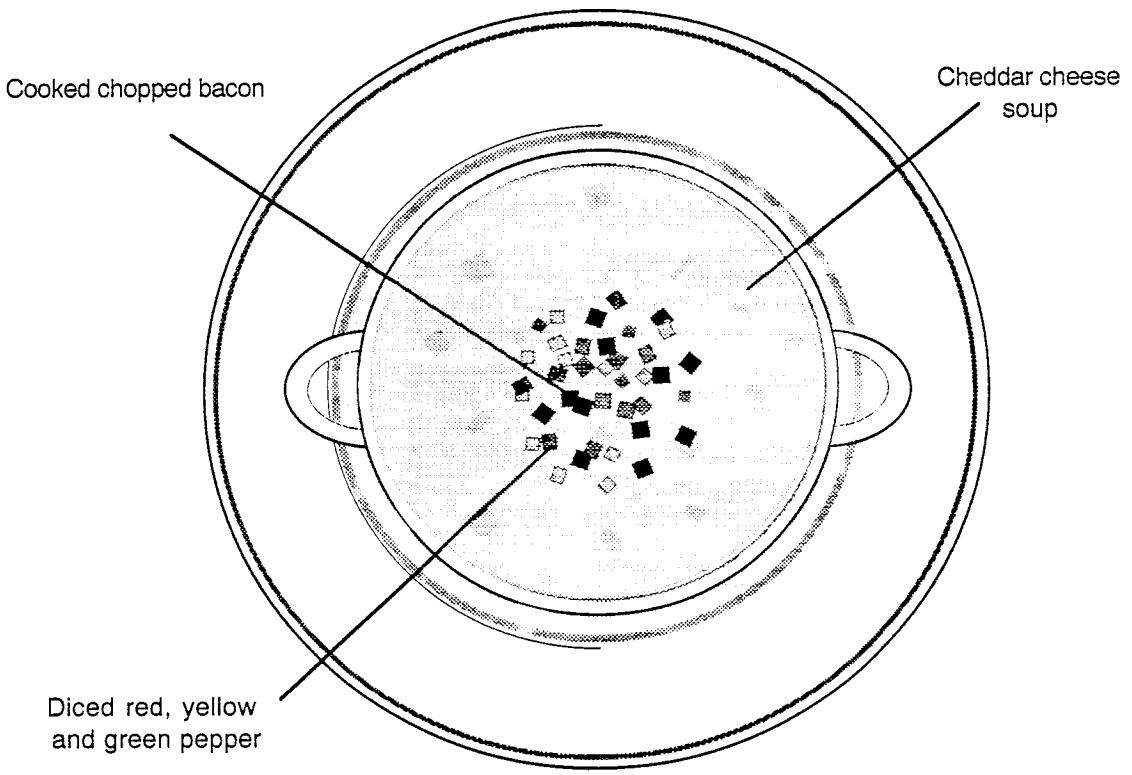
Cheddar Cheese Soup



Soup is shown in bouillon cup with underliner

Soup Description:

Soup:	Cheddar cheese soup according to recipe
Garnish:	Cooked chopped bacon, cooked diced red, yellow and green pepper
Method of Serving:	• Place cheddar soup in soup cup/bowl • Arrange chopped bacon, diced red, yellow and green pepper in the center, on top of soup
Note:	Soup may be served in a bouillon cup as shown or soup bowl with underliner

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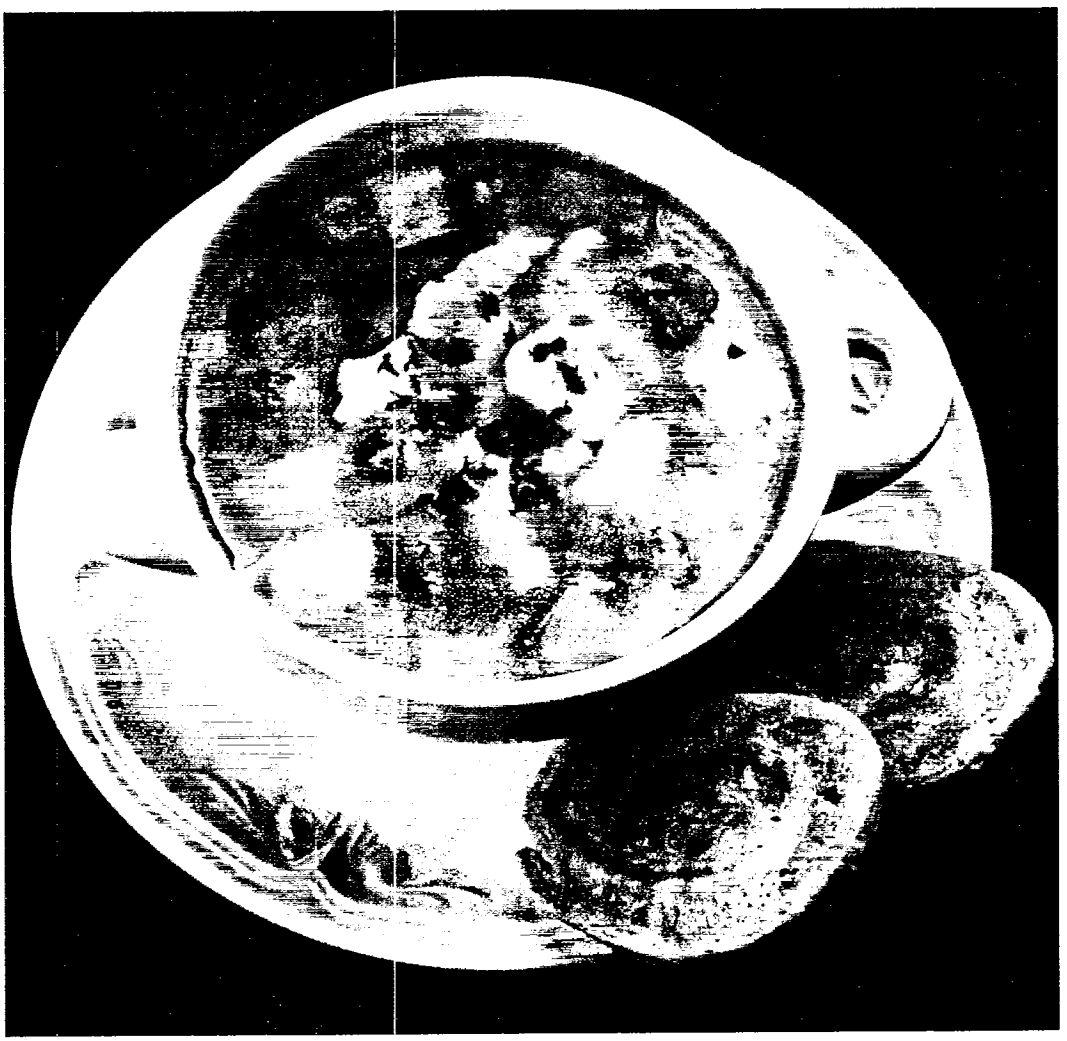

Turkey Vegetable Soup with Cheese Wafers

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Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

Turkey Vegetable Soup with Cheese Wafers

Ingredients & Method

Ingredients **Yield:** 1 Gallon

Louis Rich Turkey (cut in 1/4 in. cubes)	1 lb.
Chicken or Turkey broth	1 gal.
Oil or butter	4 oz.
Turnips,1/4 inch dice	4 oz.
Carrots,1/4 inch dice	4 oz.
Celery,1/4 inch dice	4.oz.
Onions 1/4 inch dice	4 oz.
Leeks, cut paysanne	8 oz.
Cabbage, cut paysanne	4. oz
Garlic, minced	2 cloves
Potatoes, 1/4 inch dice	6 oz.
Vinegar (cider)	1/4 cup
Lima beans or green beans	4 oz.
Corn, frozen	4 oz.
Tomato concassee	4 oz.
Salt, pepper	t.t.
Parsley chopped	2 tsp.

Method

1. Sweat turnips, carrots, and celery in oil until 1/2 way cooked.
2. Add onions, leeks, cabbage and garlic, sweat 3 -4 minutes longer.
3. Add turkey and stock to vegetables, simmer until turkey is tender.
4. Add beans and corn, simmer 3-4 minutes, add tomato concassee, return to a simmer.
5. Season, add parsley just before serving.

Option.

Cheese wafers may be served with the soup. (recipe follows)

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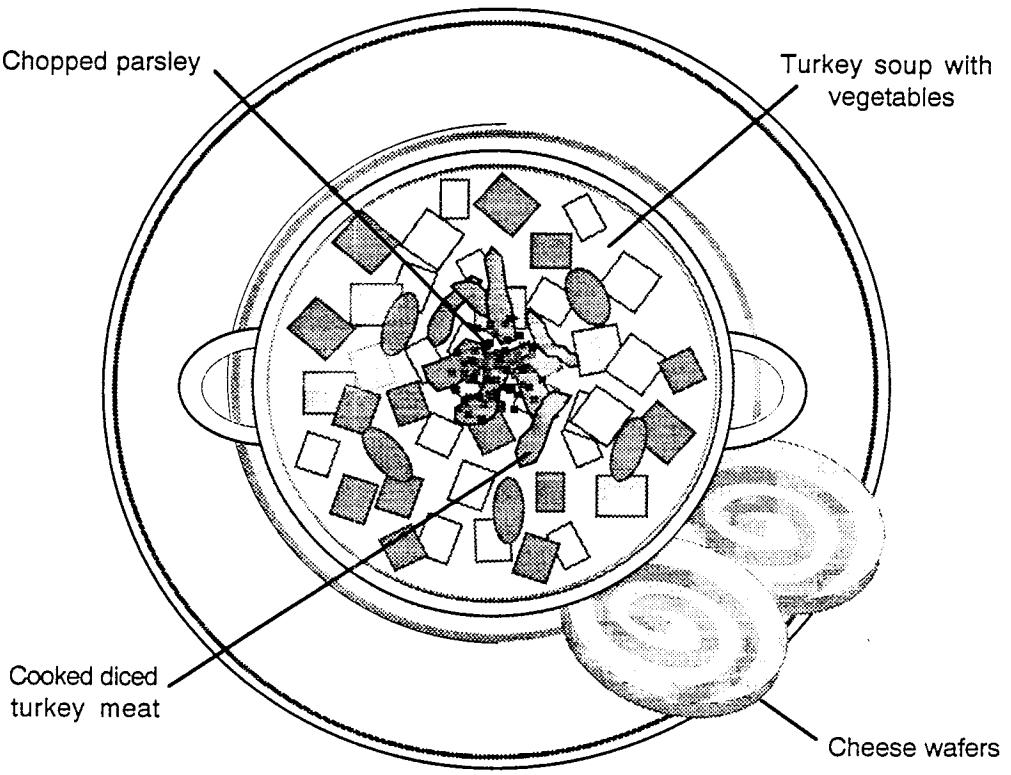
Turkey Vegetable Soup



Soup is shown in bouillon cup with underliner

Soup Description:

Soup: Turkey vegetable soup according to recipe

Garnish: Vegetables in soup
Cooked diced turkey meat

Method of Serving:

- Place turkey soup in soup cup or bowl (be careful to include the proper amount of vegetables)
- Place turkey meat in center on top of soup
- Sprinkle soup with chopped parsley
- Place two cheese wafers on the edge of the underliner

Note: Soup may be served in a bouillon cup as shown or soup bowl with underliner

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Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

Cheese Wafers

Ingredients & Method

Ingredients **Yield:** 12 crackers

Flour, sifted	1 cup
Salt	1/2 tsp.
Ice water	3-5 Tbsp.
Kraft cheddar cheese, grated	3/4 cup
Egg white slightly beaten	1 ea.
Butter	1/3 cup

Method

1. Sift flour and salt together
2. Cut in fat (course meal)
3. Add water gradually until moist.
4. Roll out 1/8" thick, spread half the dough with half the cheese.
5. Roll like jelly roll, sprinkle roll with remaining cheese.
6. Wrap in saran and chill.
7. Slice and arrange on ungreased sheet pan.
8. Bake at 450°F for 8-10 minutes.

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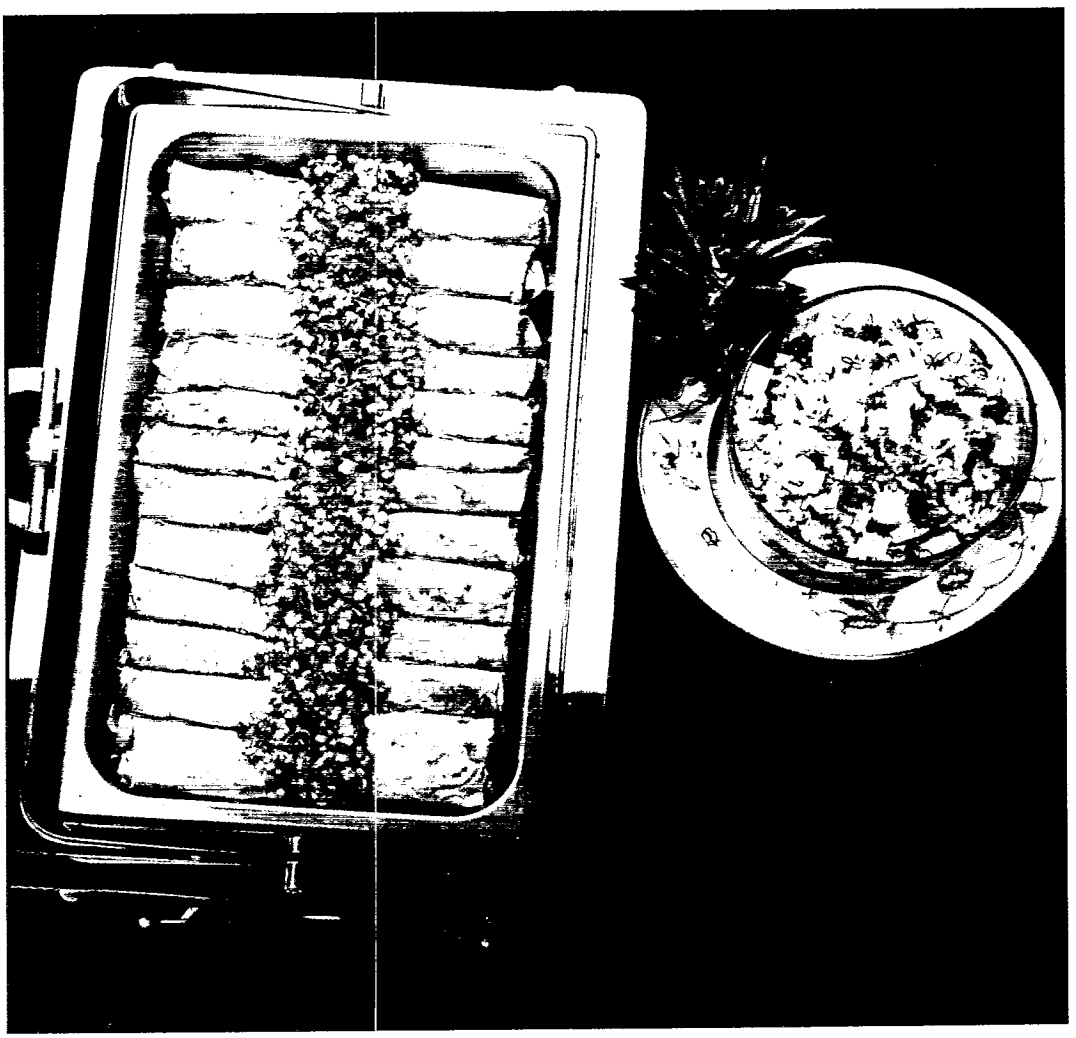

Hot Entrees

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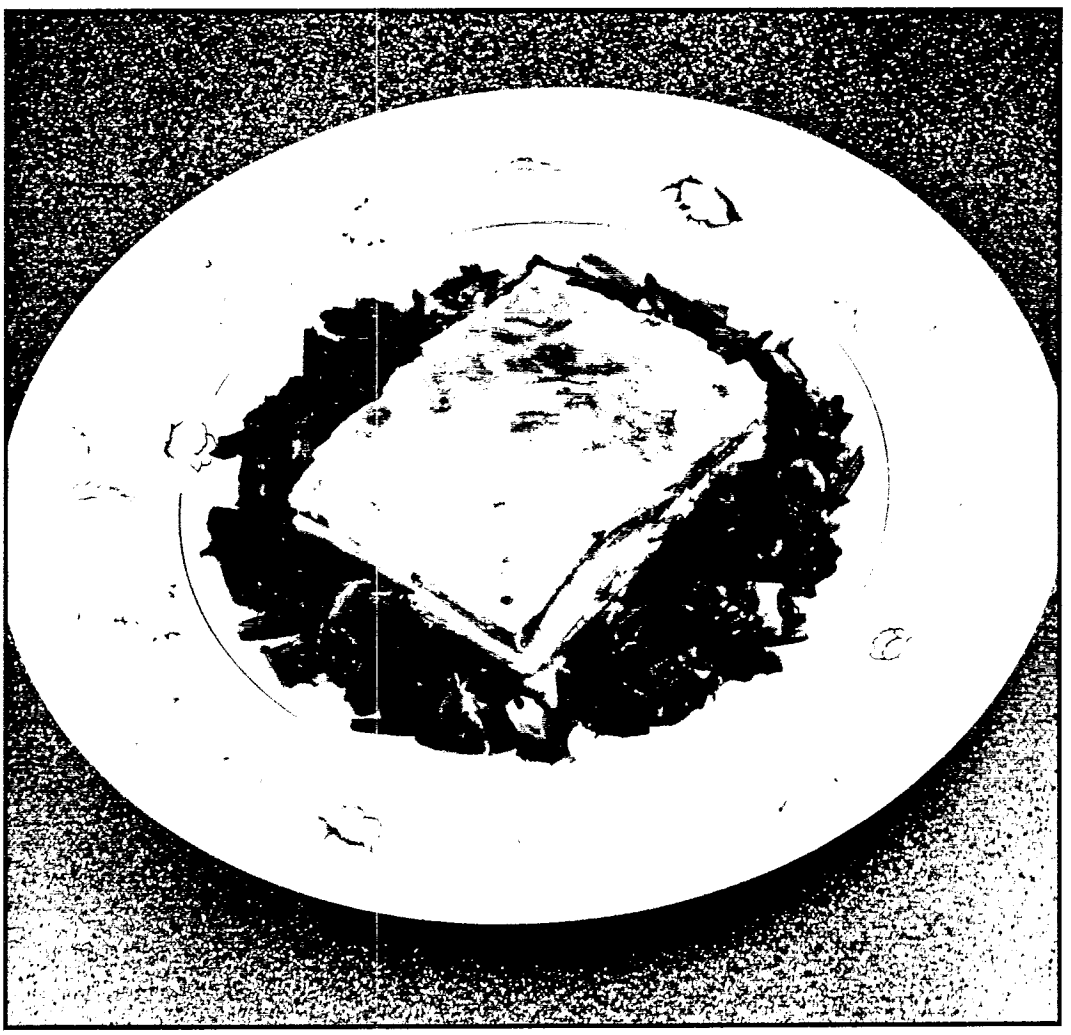

Potato and Ham Savoyard

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Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

Potato and Ham Savoyard

Ingredients & Method

Ingredients	Yield: 12 portions /15 for smaller appetites
Potatoes, peeled, and sliced wafer thin.	6 lbs.
Kraft Swiss Cheese,shredded	1-1/2 lbs.
Oscar Mayer Buffet Jubilee Ham, 16 slices	3 lbs.
Onions, sliced	8 oz.
Garlic, chopped	6 cloves
Eggs	8
Butter	2 oz.
Salt	3 tsp.
White pepper	1/2 Tbsp.
Chicken stock, hot	1 qt.
Kraft Parmesan cheese, shredded	4 oz.

Method

1. Grease hotel pan with 1 oz. butter.
2. Sprinkle garlic in the bottom of pan.
3. In a large bowl combine potatoes, beaten eggs, Swiss cheese, salt and pepper, blend well.
4. Place 1/3 of potato mixture evenly over the bottom of the pan.
5. Arrange 8 slices of ham evenly over the top of the potatoes.
6. Place 1/3 of potatoes over ham.
7. Layer remaining ham over potatoes.
8. Finish with remaining potatoes, press down slightly.
9. Cover with 1 quart of stock, sprinkle with Parmesan cheese, dot with remaining butter.
10. Bake in a preheated 350°F oven for 90 minutes, until potatoes are tender and the top is nicely browned.
11. Let rest for 15 to 20 minutes and cut into desired portions.

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Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

Braised Leafy Greens
Ingredients & Method

Ingredients	Yield: 12 portions
Assorted leafy greens cut in 1 inch pieces. Beet greens, mustard greens, Swiss chard, spinach	5 lbs.
Garlic, chopped	4 cloves
Onion, sliced	1 lb.
Butter	3 oz.
Pepper	1 tsp.
Salt	3 tsp.
Nutmeg	1/4 tsp

Method

1. Wash and clean greens thoroughly, drain well.
2. Cut into 1 inch pieces.
3. Heat butter in a large pot with a tight fitting lid.
4. When hot add garlic, cook for 1 minute, add onion.
5. When onion is translucent add greens, stir.
6. Cook for 2 to 3 minutes, stir and add seasoning.
7. If too much liquid has accumulated you may thicken this with a cup or two of quick oats.
8. Serve in a 2 inch pan with Potato Ham Savoyard.

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Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

Potato and Ham Savoyard with Braised Leafy Greens

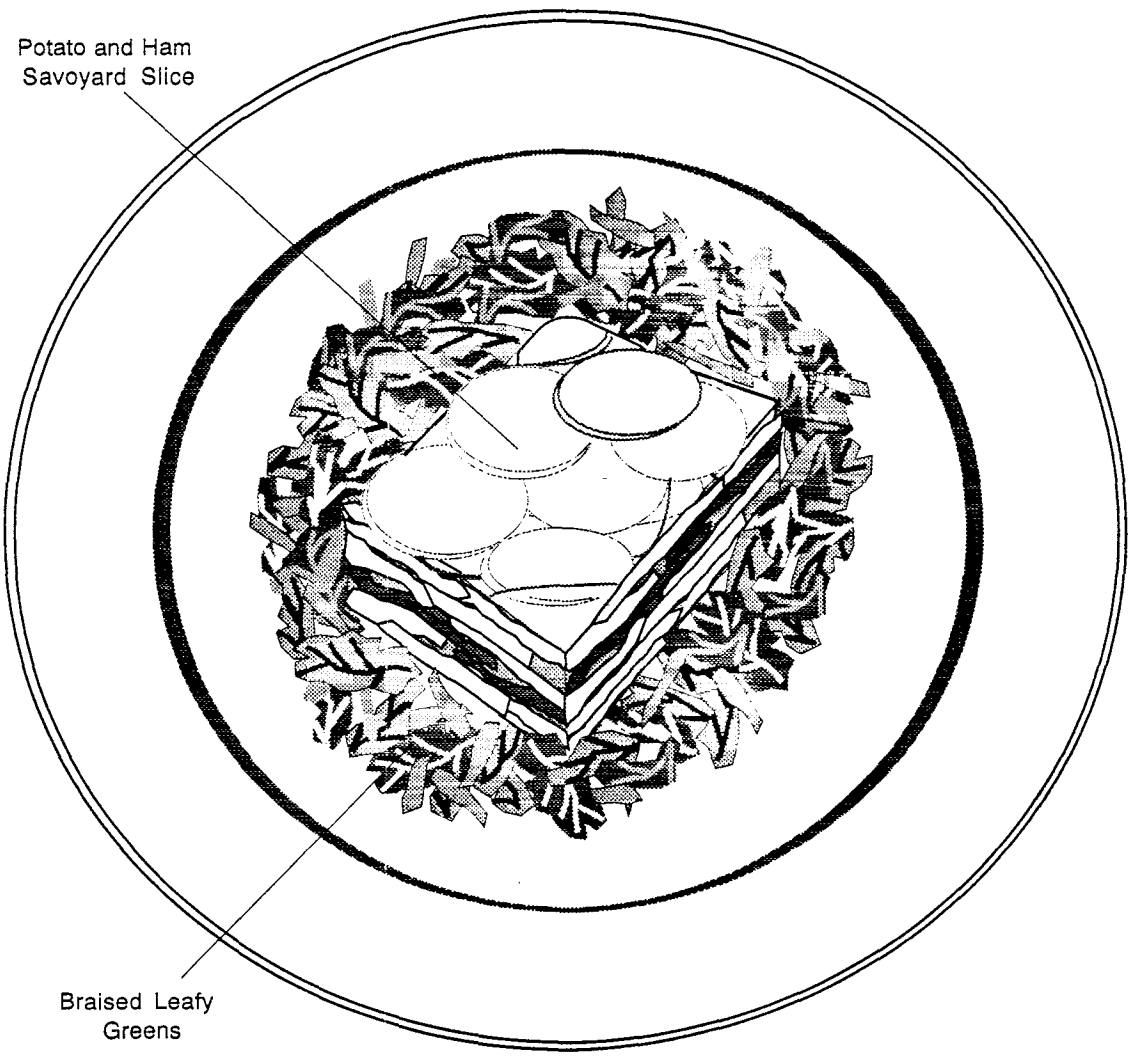

Plate Description:

Potato and Ham Savoyard: 3 layers of sliced potatoes alternated with 2 layers of sliced Oscar Mayer Buffet Jubilee Ham, flavored with grated Kraft Sandwich-Cut Swiss Cheese, prepared according to recipe. Cut Potato and Ham Savoyard in a rectangle and place in the center of a plate

Braised Leafy Greens: An assortment of seasonal greens (ex. mustard, beet, spinach, chard, etc.) prepared according to recipe. Portion cooked greens around the edges of the Potato and Ham Savoyard to form a circle

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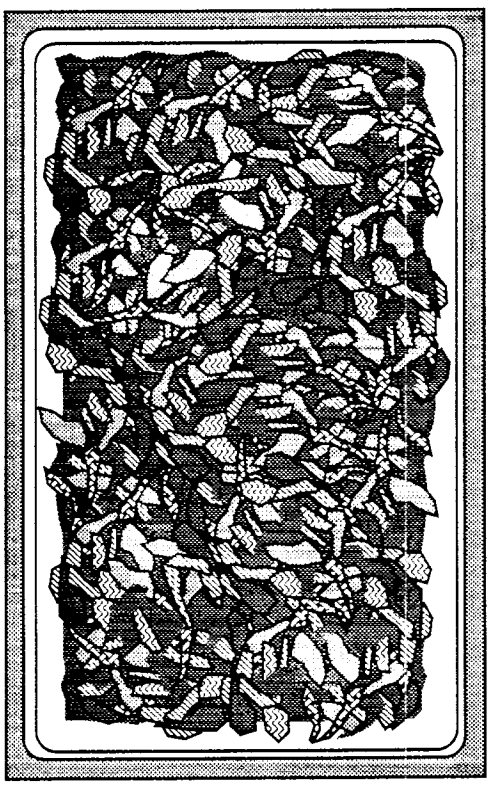
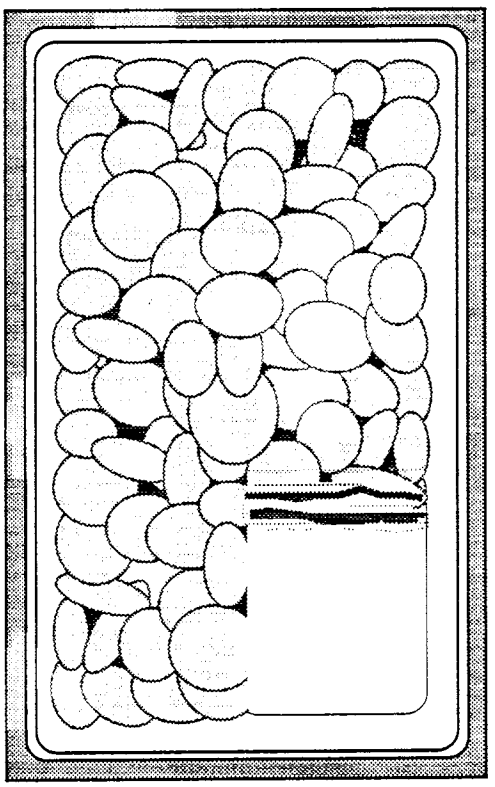
Potato and Ham Savoyard with Braised Leafy Greens

Chafing Dish Presentation for 12 Portions



Hotel pan showing Braised Leafy Greens



Hotel pan showing Potato and Ham Savoyard (two portions have been removed to show interior of item)

Hotel Pan Description:

Potato and Ham Savoyard:	3 layers of sliced potatoes alternated with 2 layers of sliced Oscar Mayer Buffet Jubilee Ham, flavored with grated Kraft Sandwich-Cut Swiss Cheese. Prepare ingredients according to recipe, cook in the hotel pan, clean edges of pan before presenting.
Braised Leafy Greens:	An assortment of seasonal greens (ex. mustard, beet, spinach, chard, etc.) prepared according to recipe. Portion cooked greens in a hotel pan.

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Barbecued Beef Fajita

20410024A2

Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

Barbecued Beef Fajita with Corn Salsa, Cabbage and Pineapple Salad

Ingredients & Method

Barbecued Beef Fajita

Ingredients: **Yield: 12 portions**

Oscar Mayer. roast beef, top round, cooked, sliced wafer thin.	3 lbs.
Oven Pit barbecue sauce	4 cups
General Foods sweet and sour sauce	2 cups
Stock or water	3 cups
Flour tortillas, 10 inch.	24 ea.

Method

1. Combine all ingredients, except tortillias, and heat in low oven at 325°F until hot, 25 to 35 minutes.
2. Heat flour tortillias in microwave until hot.
3. Brush or dip each tortillia with hot barbecue sauce to avoid breaking and tearing.
4. Lightly grease a 2 inch hotel pan with vegaleen.
5. Fill each with 2 oz of barbecue beef mixture and roll up envelope style, and place in pan.

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Cabbage and Pineapple Salad

Ingredients & Method

Method: **Yield: 12 Portions**

Savoy cabbage, one inch dice	2 lbs.
Pineapple chunks, fresh	1 lb.
Kraft cole slaw dressing	2 cups
Pepper	1 tsp.
Salt	1 tsp.
Chives, chopped, (for garnish) optional	2 Tbsp.

Method:

1. Combine all ingredients except chives and reserve.
2. Serve cabbage salad in a separate bowl.

Corn Salsa

Ingedients & Method

Method: **Yield: 12 Portions**

Kraft Prestige corn relish	2 cups
Red onion, chopped	6 oz.
Red pepper	6 oz.
Green pepper	6 oz.
Jalapeno pepper, chopped very fine	1-1/2 oz.
Lime juice, fresh	1/3 cup
Scallion (green onion), sliced, (for garnish) optional	1 cup

Method

1. Combine all ingredients except scallions and reserve.
2. Place salsa in the center of the plate and sprinkle with sliced green onion.

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Barbecued Beef Fajita with Corn Salsa, Cabbage and Pineapple Salad

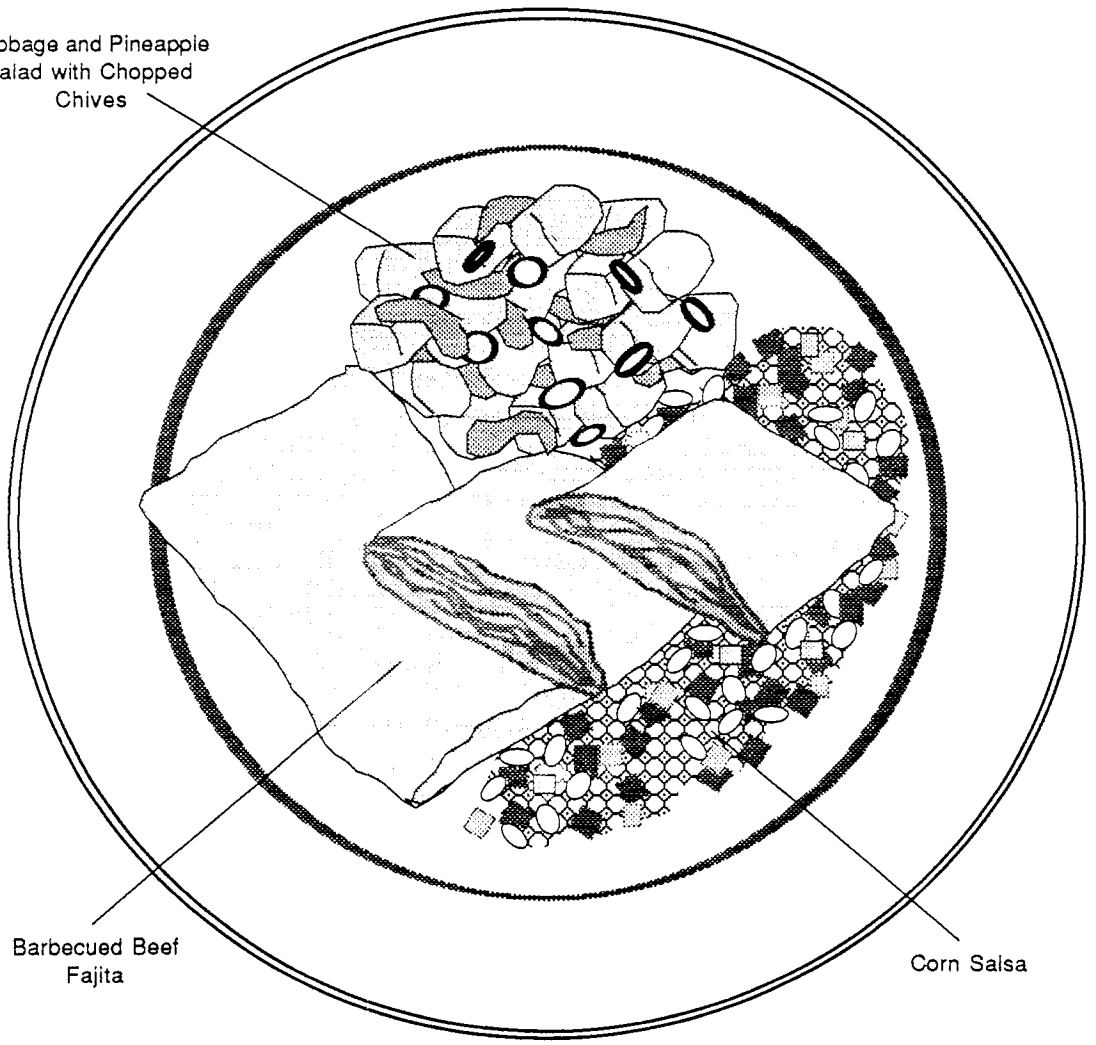

Plate Description:

Barbecued Beef Frajita:	Prepare according to recipe, place one frajita on the plate, cut the second frajita in half and placed overlapping the first frajita as illustrated
Corn Salsa:	Prepare according to recipe, pooled around frajita as illustrated
Cabbage and Pineapple Salad:	Prepare according to recipe, place on the plate above the frajita as illustrated, sprinkle with chopped chives

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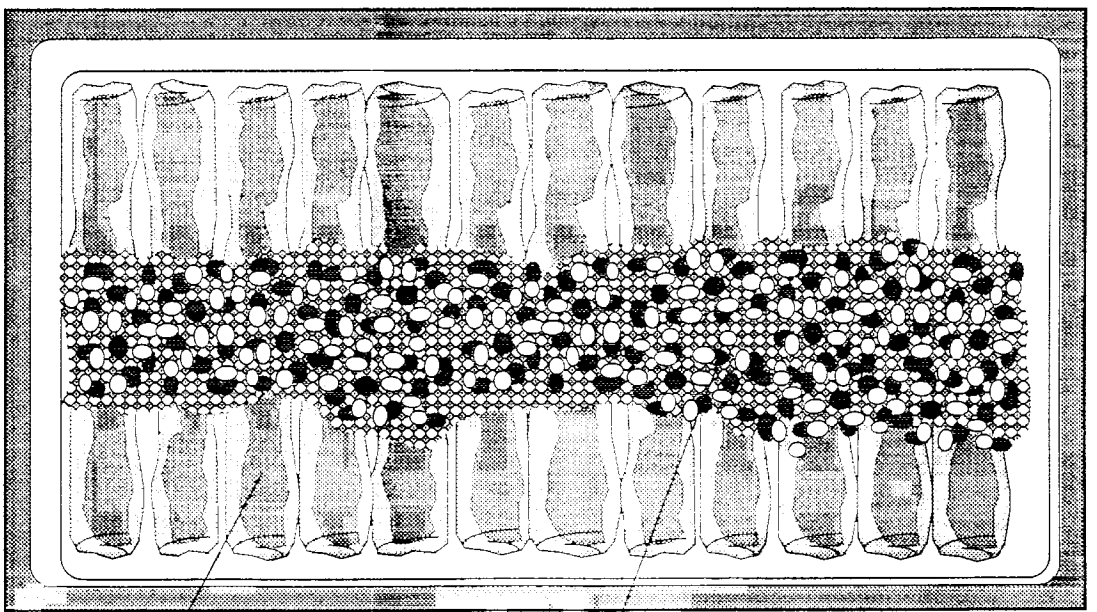
Barbecued Beef Fajita with Corn Salsa, Cabbage and Pineapple Salad

Chafing Dish Presentation 12 portions

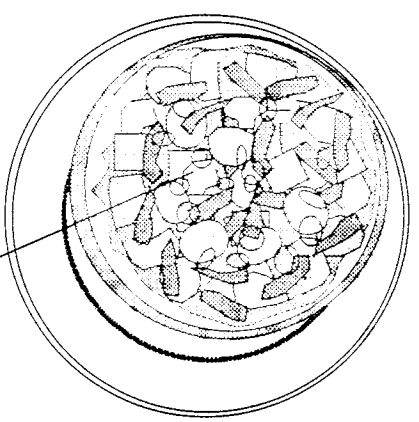


Barbecued Beef Fajita

Corn Salsa

Hotel Pan Showing Presentation

Cabbage and Pineapple Salad with Chopped Chives



Side Bowl Presentation

Hotel Pan Description:

Barbecued Beef Fajita:	Prepare according to recipe, arrange in two rows, side by side, down the length of a hotel pan, as illustrated.
Corn Salsa:	Prepare according to recipe, place in the center, on top of the row of fajitas.
Cabbage and Pineapple Salad:	Prepare according to recipe, serve in a bowl with underliner, place next to chafing dish

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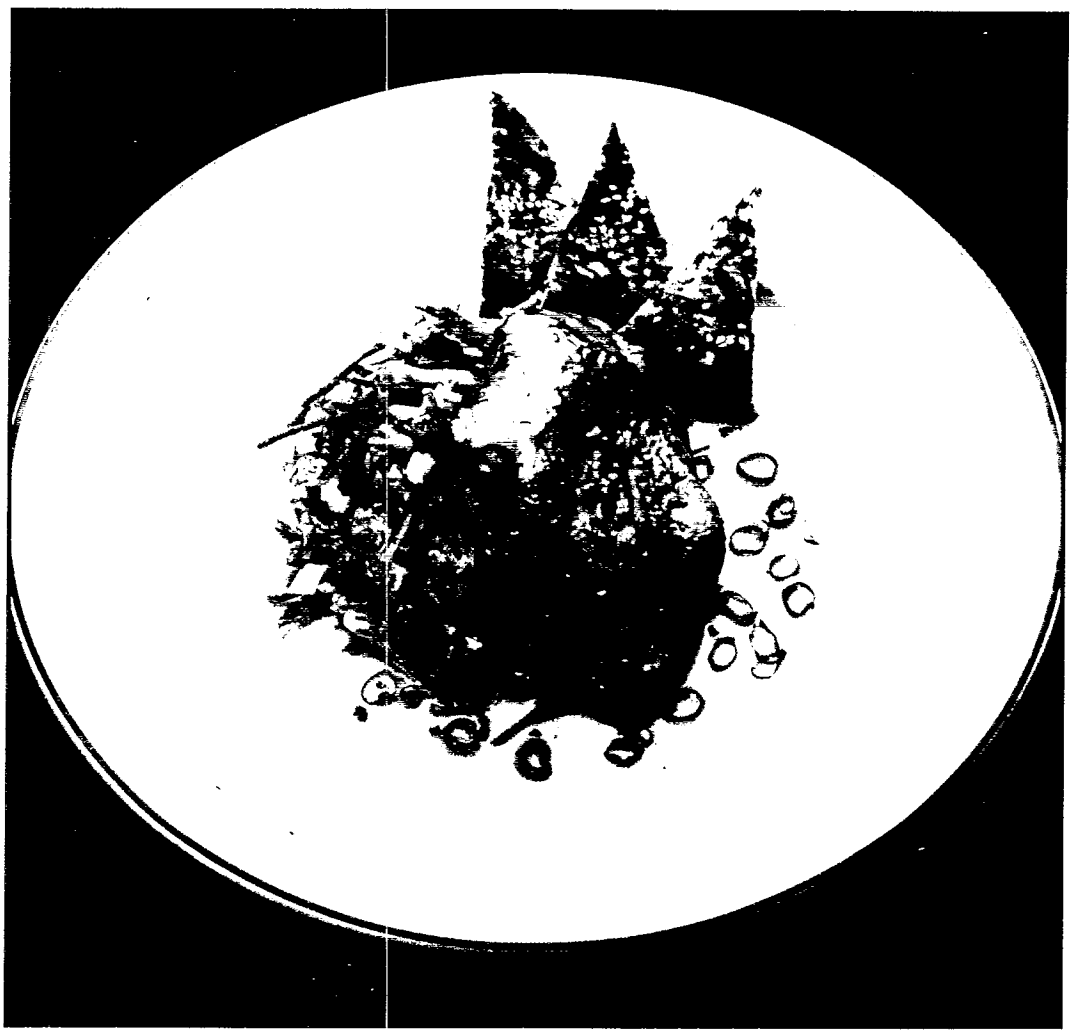

Sweet and Sour Chicken Breast

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Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

Sweet and Sour Chicken Breast

Ingredients & Method

Ingredients **Yield:12 portions**

Chicken breasts, Teriyaki style	12 ea.
Sauce Works sweet and sour sauce	1 qt.
Stock	1 cup

Method:

1. Place chicken on lined sheet pan evenly.
2. Brush chicken with sweet and sour sauce.
3. Place in oven and cook for 8 minutes.
4. Remove, brush again, and cook 8 minutes more.(do not over cook)
5. Use remaining sauce and thin down with stock for chafing dish.

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Sweet and Sour Chicken with Nappa Cabbage Stir-Fry and Toasted Boboli

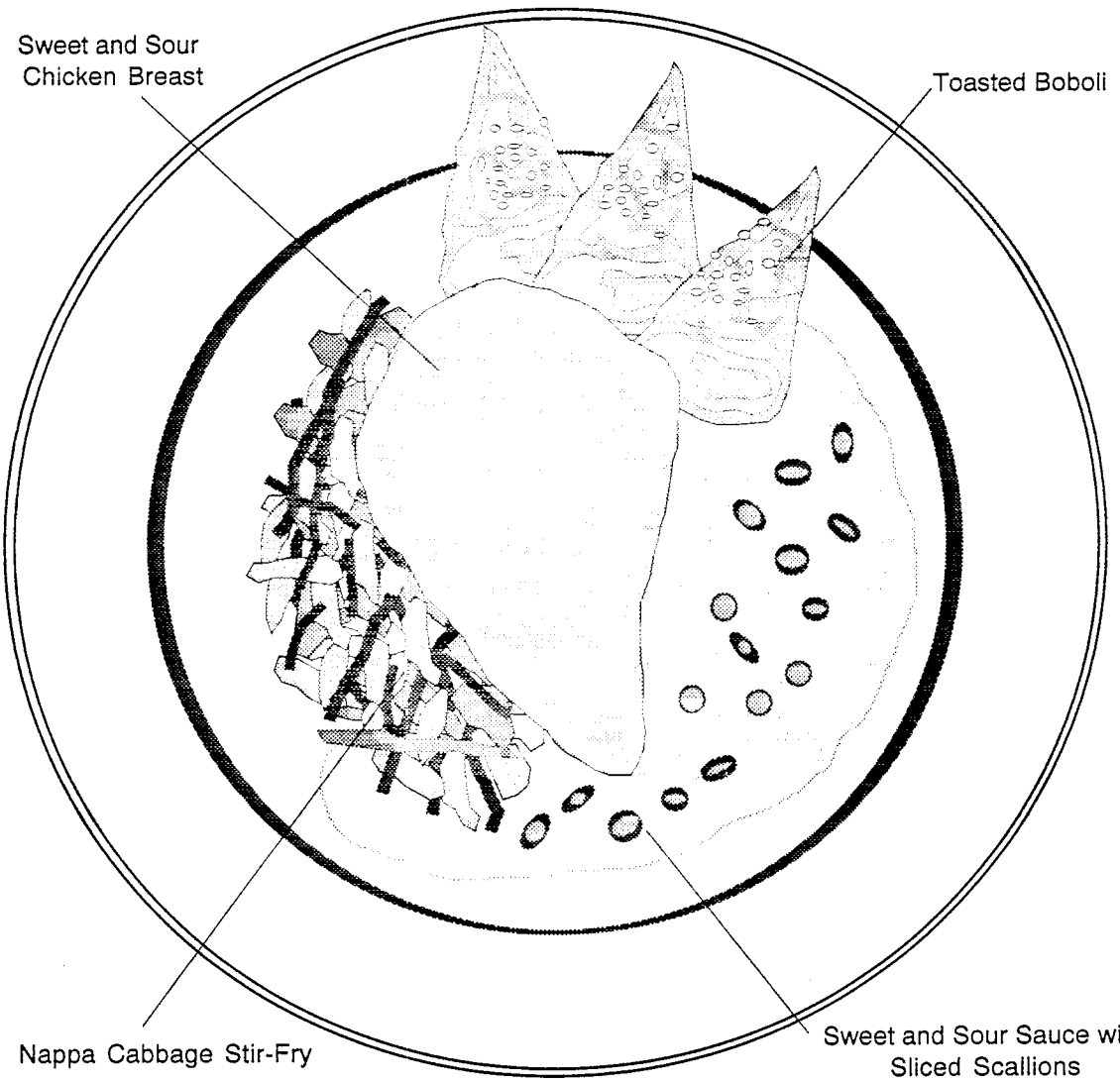

Plate Description:

Sweet and Sour Chicken Breast:	Prepare and cook chicken according to recipe, arrange in the center of a plate on a bed of Nappa Cabbage Stir-Fry.
Nappa Cabbage Stir-Fry:	Prepare and cook cabbage according to recipe, arrange on the side of plate as illustrated.
Toasted Boboli:	Prepare according to recipe, cut into 6 wedges, arrange 3 wedges overlapping each other behind chicken, as illustrated.
Sauce:	Pool Sweet and Sour Sauce in front of chicken, sprinkle with sliced scallions.

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Nappa Cabbage Stir-Fry
Ingredients & Method

Ingredients **Yield: 12 portions**

Cabbage Nappa or other white cabbage cut into 1/2 inch chunks	3 lbs.
Kraft vegetable oil	1/2 cup
Sesame oil	1 Tbsp.
Fresh ginger, chopped	1 Tbsp.
Fresh garlic, chopped	1 Tbsp.
Scallions,chopped, bottoms only	2 Tbsp.
Carrots, julienne	2 cups
Hot chili paste (optional)	1/2 Tbsp.
Green onion tops	1 cup
Mushroom soy sauce	1 Tbsp.

Method

1. Heat large sautoir on high heat.
2. Add oils
3. Add ginger, garlic, and scallions.
4. Cook for 1-1/2 minutes to develop flavor.
5. Add carrots and cook for 1 minute longer.
6. Add cabbage and cook until al dente.
7. Add chili paste.
8. Stir once more and remove from heat, taste and adjust seasoning.

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Toasted Boboli Sesame Triangles

Ingredients & Method

Method: **Yield: 12 Portions**

Boboli, 6 inch.	4 ea.
Kraft vegetable oil	1/2 cup
Sesame seeds	2 Tbsp.

Method

1. Split boboli carefully.
2. Drizzle top and bottom of of boboli with oil.
3. Sprinkle with sesame seeds.
4. Cut each 6 inch disc into 8 wedges.
5. Place on sheet pan and toast in oven at 350°F, until crisp, reserve.

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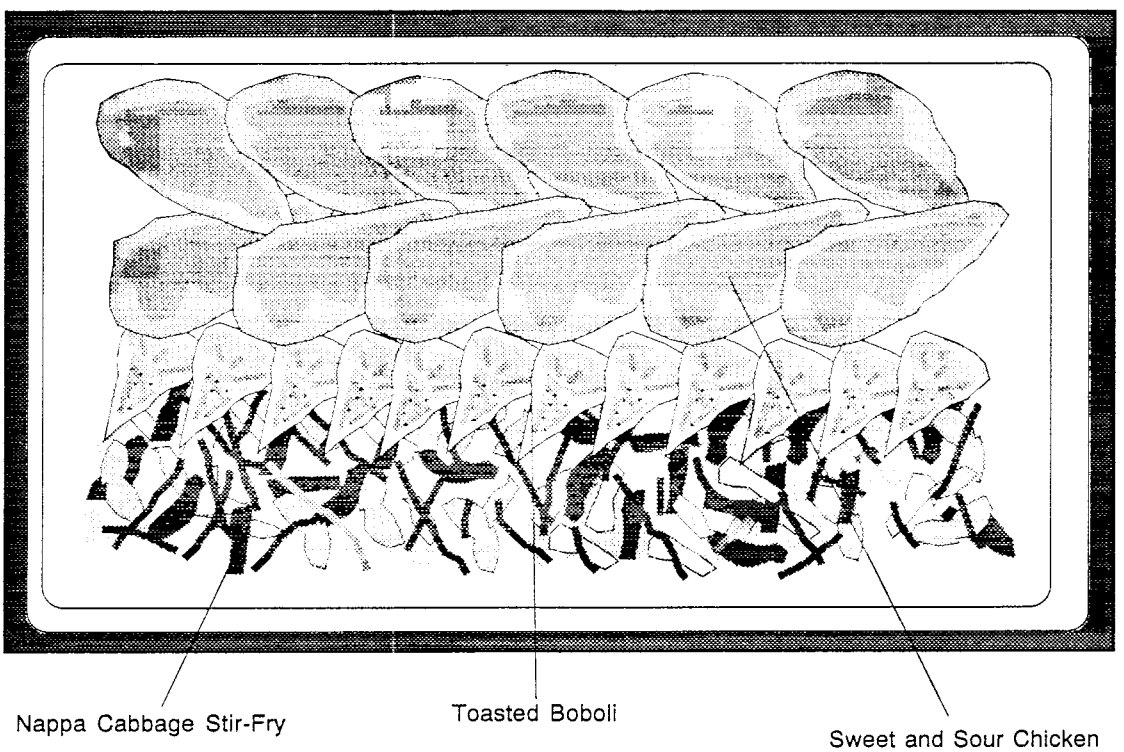
Sweet and Sour Chicken with Nappa Cabbage Stir-Fry and Toasted Boboli

Chafing Dish Presentation for 12 portions



Hotel pan showing presentation

Hotel Pan Description:

Sweet and Sour Chicken:	Prepare according to recipe, arrange in two overlapping rows down the length of the hotel pan, as illustrated.
Nappa Cabbage Stir-Fry:	Prepare according to recipe, arrange down the length of the hotel pan next to the chicken.
Toasted Boboli:	Prepare according to recipe, arrange in one overlapping row down the length of the hotel pan, next to the chicken, on top of cabbage (add the boboli to the presentation just before service to prevent loss of crispness)
Sweet ane Sour Sauce:	Present in a sauce boat, place next to the chafing dish

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Desserts

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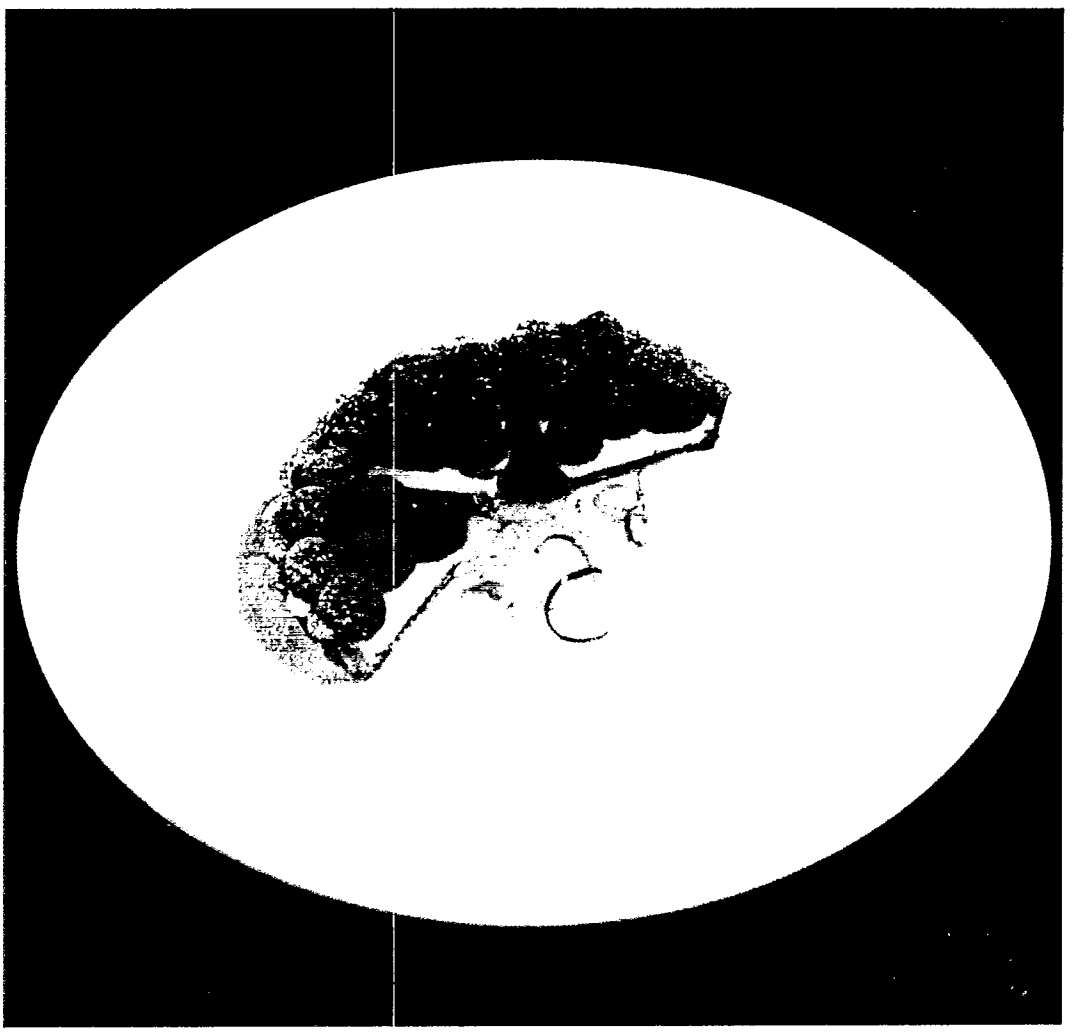

Lemon Cheese Tarts with Berries

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Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

Lemon Cheese Tarts with Berries and Citrus Sauces

Components & Serving Method

Components:	**1 plate**
Cheesecake wedges (recipe to follow)	3 ea.
Lime sauce (recipe to follow)	1/2 oz.
Lemon sauce (recipe to follow)	1/2 oz.
Lime confit (recipe to follow)	3 pieces
Lemon confit (recipe to follow)	3 pieces
Raspberries or blackberries (21 ea.)	2-1/4 oz.
Powdered sugar	as needed

Method of serving dessert:

1. Arrange cheesecake wedges on plate
2. Pool lime sauce in center of plate
3. Pool lemon sauce around lime sauce.
4. Arrange berries on cheesecake wedges.
5. Add confit of lemon and lime to sauces.
6. Sprinkle edges of cheesecake with powdered sugar.

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Cheesecake

Ingredients & Method

Ingredients: **Yield:** 36 wedges / 9 tarts

Cookie crust (recipe to follow)	2 oz.
Cheesecake:	
Milk	8 oz.
JELL-O cheese cake	8 oz.
Lemon, grated	2 tsp.
Lemon juice	1-1/2 oz.
Cool Whip	8 oz.

Method:

1. Carefully roll out Hazelnut cookie crust, line 6" tart pans, pre-bake in a 350°F oven until done, cool.
2. To make cheesecake; combine milk, **JELL-O** cheesecake, grated lemon and lemon juice, whip for 3 minutes, scraping sides of bowl.
3. Fold in **Cool Whip.**
4. Fill pre-baked cooled tarts, chill until set, cut each tart into four pieces (each portion will need 3 wedges).

Hazelnut Crust

Ingredients & Method

Ingredients: **Yield:** 9 tarts

Butter	12 oz.
Sugar	9 oz.
Hazelnuts, fine ground	8 oz.
Fine cake crumbs	2 oz.
Egg	1 ea.
Egg yolk	1 ea.
Cake flour	15 oz.
Cinnamon	1/8 tsp.
Vanilla	1/4 tsp.
Calumet Baking Powder	1/8 tsp.

Method:

1. Cream butter and sugar.
2. Add egg, egg yolk, and dry ingredients, mix until combined.
3. Refrigerate, before using.

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Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

Lime Sauce

Ingredients & Method

Ingredients: **Yield:** 12 servings

Water	8 oz.
Lime **JELL-O**	2 oz.
Lime juice	1/4 oz.
Lime syrup	1/4 oz.

Method:

1. Heat water, add lime **JELL-O** and dissolve.
2. Add lime juice and lime syrup, stir in, cool to 80°F and use when sauce starts to thicken

Lemon Sauce

Ingredients & Method

Ingredients: **Yield:** 12 portions

Milk	10 oz.
JELL-O Lemon pudding	1-1/4 oz.
Lemon, grated	1/4 tsp.
Lemon syrup	1 oz.

Method:

1.Combine all ingredients, whip for 3 minutes.

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Simple Syrup

Ingredients & Method

Ingredients: **Yield:** 18 oz.

Water	8 oz.
Sugar	8 oz.
Lemon zest	1 oz.
Lime zest	1 oz.

Method:

1. Combine all ingredients, bring to a boil.
2. Store in the refrigerator.

Lime and Lemon Confit with syrup

Method

Method:

1. Blanch lime and lemon zest separately in water, drain.
2. Poach zests in simple syrup separately until tender, do not boil.
3. Store in refrigerator.

Use syrup for flavoring, use zest for decorating

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Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

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Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

Lemon Cheese Tarts with Berries and Citrus Sauces

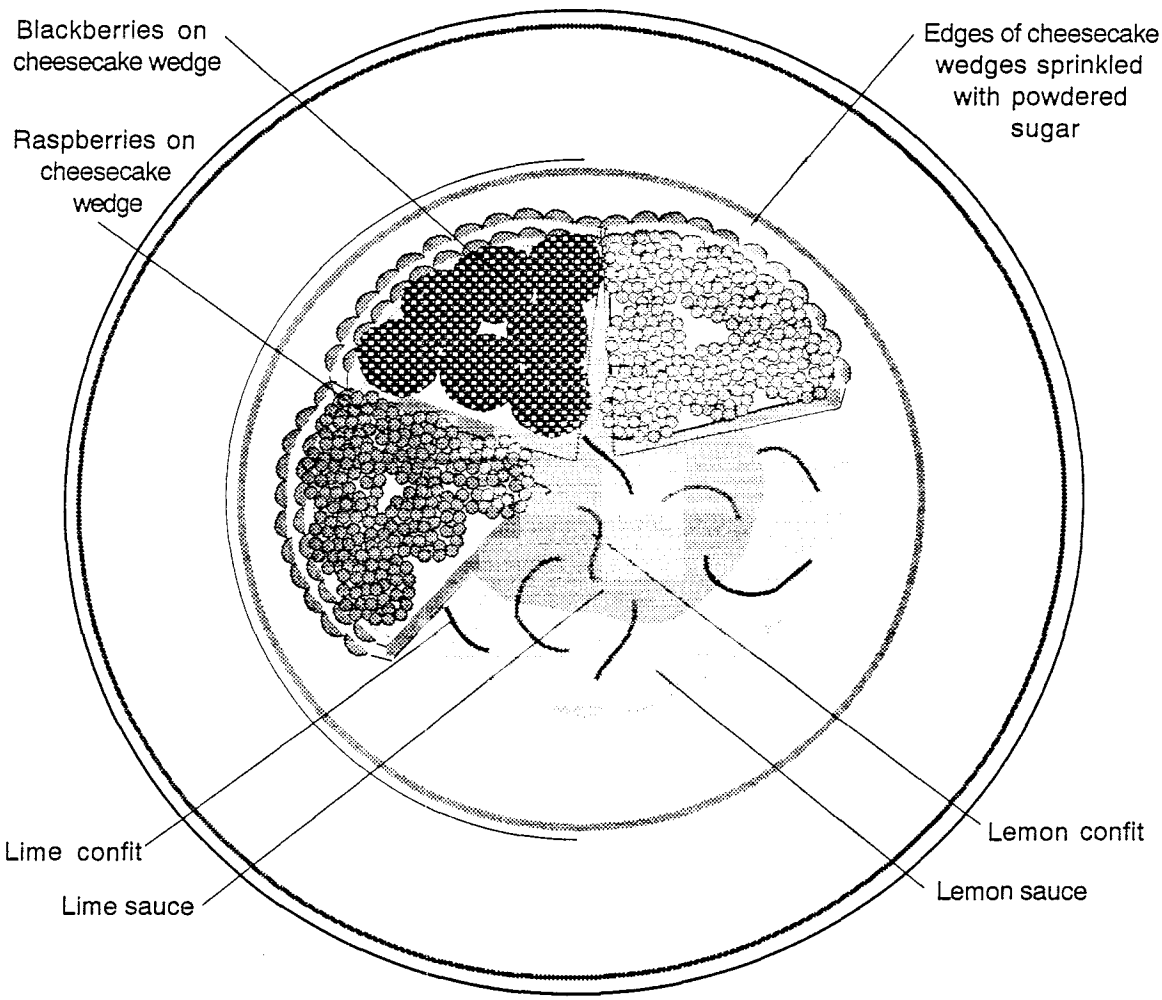

Plate Description:

Dessert: Cheesecake wedges with raspberries and blackberries on top according to recipe

Lemon sauce with lemon confit according to recipe
Lime sauce with lime confit according to recipe

Garnish: Sauces with confit

Method of Serving:

- Arrange cheesecake wedges on plate
- Pool lime sauce in center of plate
- Pool lemon sauce around lime sauce
- Arrange berries on cheesecake wedges
- Add confit of lemon and lime to sauce
- Sprinkle edges of cheesecake wedges with powdered sugar

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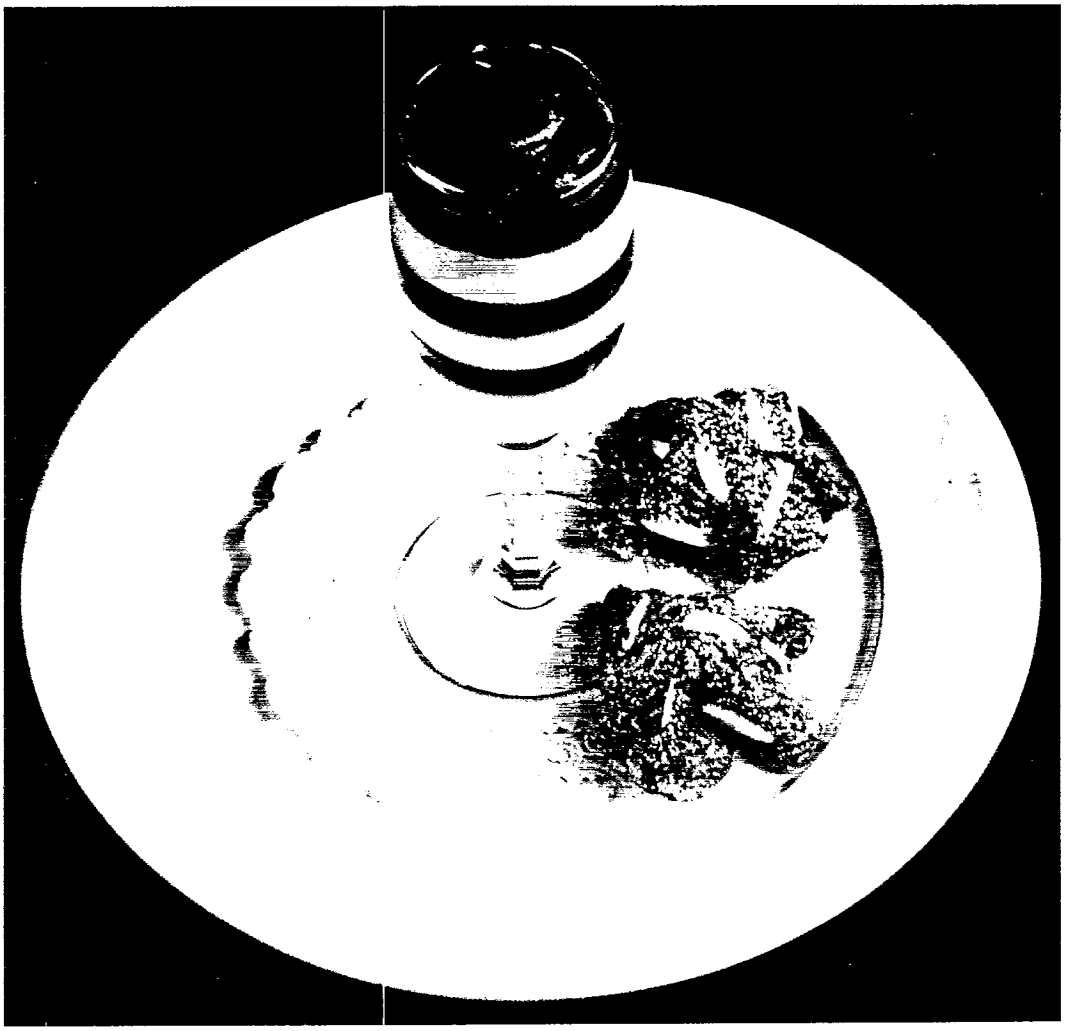

Lime and Strawberry Gelee

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Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

Lime and Strawberry Gelee

Components & Method

Components:	Yield: 1 plate
Lime gelee (recipe to follow)	3 oz.
Strawberry gelee (recipe to follow)	2 oz.
Caramel almond crisp (recipe to follow)	2 each
Strawberry salsa (recipe to follow)	1 oz.
Powdered sugar	as needed

Method of serving dessert:

1. Fill the bottom of a white wine glass with 1 oz. of lime gelee, allow to set.
2. For the next layer add 1 oz. of strawberry gelee, allow to set.
3. Repeat this process, with a layer of lime gelee, strawberry gelle and a final layer of lime gelee, chilling between each layer.
4. Spoon 1oz. of strawberry salsa on the top of each dessert.
5. To arrange dessert; place wine glass on paper doily on plate.
6. Arrange 2 caramel almond crisps on edge of plate.

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Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

Lime Gelee

Ingredients & Method

Ingredients: **Yield:** 12 servings

Water	12 oz.
Lime JELL-O	6 oz.
Knudsen Yogurt	18 oz.

Method:

1. Heat water, add lime **JELL-O** and dissolve.
2. Add Knudsen yogurt, stir in, cool to 80°F and fill into wine glasses as described in dessert assembly.

Strawberry Gelee

Ingredients & Method

Ingredients: **Yield:** 12 portions

Water	10 oz.
Strawberry JELL-O	5 oz.
Strawberry puree	10 oz.

Method:

1. Heat water, add strawberry **JELL-O** and dissolve.
2. Add strawberry puree, stir in, cool to 80°F and fill into wine glasses as described in dessert assembly.

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Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

Strawberry Salsa

Ingredients & Method

Ingredients: **Yield: 12 portions**

Fresh strawberries, chopped	6 oz.
Lime confit, julienne	1/4 oz.
recipe included with lemon cheese tarts)	
Lime syrup	2 oz.
Tequila	2 oz.
Strawberry puree 10%	2 oz.

Method:

1. Combine all ingredients, mix together.

Caramel Almond Crisps

Ingredients & Method

Ingredients: **Yield:** 24 each

Kraft Caramel Cubes	24 ea.
Almonds, slivered	2 oz.

Method:

1. Roll out **Kraft caramel cubes** to 3-1/2", place almonds on top.
2. Bake in a 325°F oven until well browned, cool slightly.
3. While still warm, shape over mold, store in an airtight container.

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Lime and Strawberry Gelee with Caramel Almond Crisps

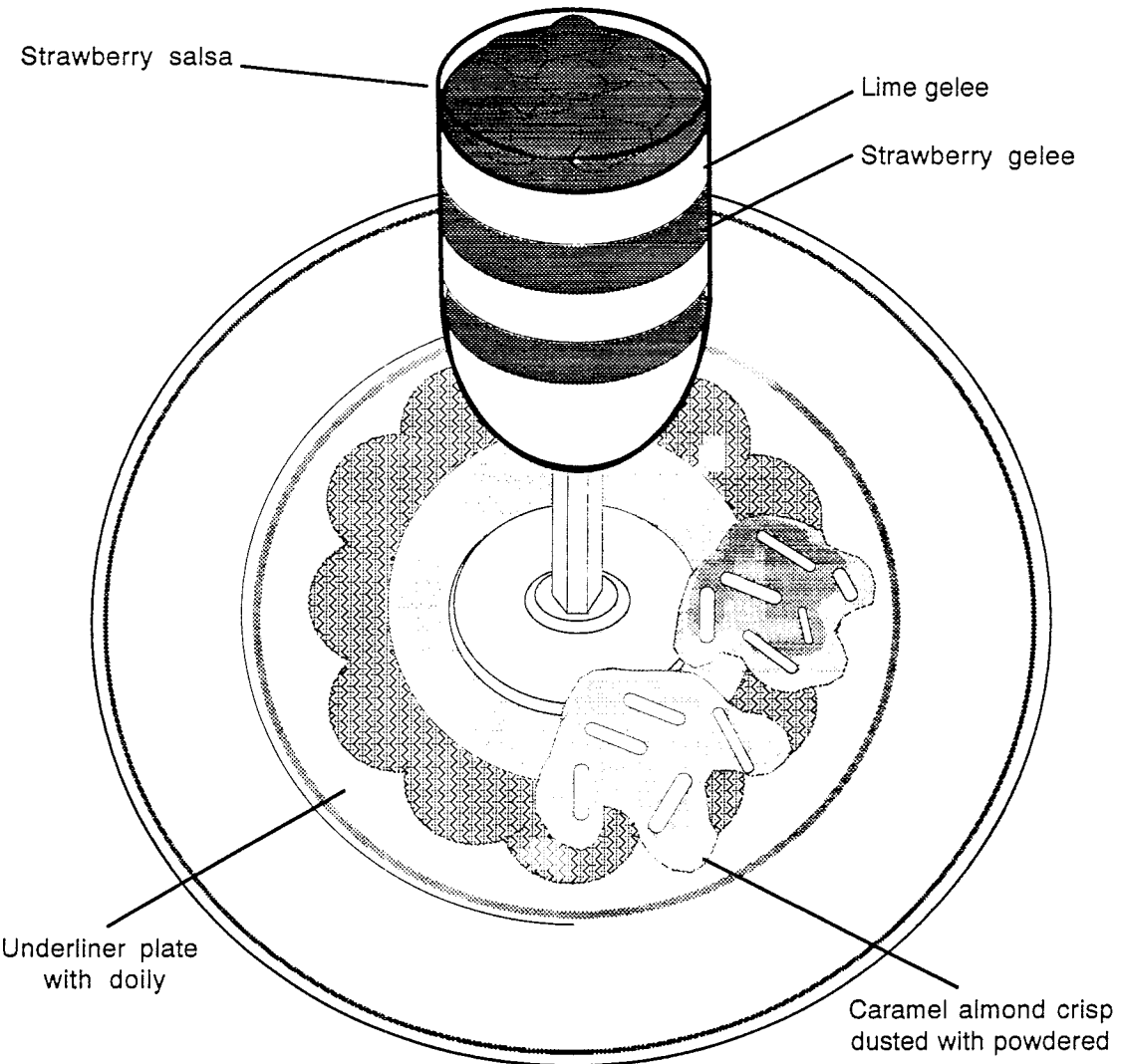

Plate Description:

Dessert: Lime gelee, strawberry gelee, strawberry salsa according to recipe

Garnish: Caramel almond crisp dusted with powdered sugar

Method of Serving: Wine glass filled in the following order:

- First layer from bottom lime gelee
- Second layer strawberry gelee
- Third layer lime gelee
- Fourth layer strawberry gelee
- Fifth layer lime gelee
- Top layer strawberry salsa

Place two caramel almond crisps on the underliner

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Chocolate Mousse with Meringue Hat

2041002472

Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

Chocolate Mousse with Meringue Hat on Fresh Fruit Gelee
Components & Method

Components: **Yield:** 12 portions

Chocolate mousse (recipe to follow)	1 portion
Meringue (recipe to follow)	1 portion
Lemon gelee	2 oz.
Fresh fruit (in season)	2 oz.
Toasted sliced almonds	3 slices

Method of serving dessert:

1. Place fruit in soup plate, allow room in the center for the chocolate mouse.
2. Pour lemon gelee over the fruit and allow to set in the refrigerator.
3. Place chocolate mousse in center of the plate.
4. Place meringue on top of chocolate mousse.
5. Arrange 3 slices of toasted almond on top of meringue.

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Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

Chocolate Mousse

Ingredients & Method

Ingredients: **Yield: 12 portions**

Chocolate Whip N' Chill Mousse	10 oz.
Milk	5 oz.
Vanilla bean, scraped out	1/4 tsp.
Cool Whip	6 oz.
Chocolate, grated	3 oz.
Rum, dark	2 tsp.

Method:

1. Combine chocolate **Whip N' Chill,** milk, vanilla bean, whip for 10 minutes
2. Fold in **Cool Whip**, grated chocolate and rum.
3. Fill into molds, (2" diameter x 1-1/2" high), freeze.
4. Unmold just before service by dipping mold in hot water for a few seconds, then turn mold over, tap edge and drop mousse onto tray, refreeze if necessary, remove to plate when needed.

Meringue

Ingredients & Method

Ingredients: **Yield:** 12 portions

Egg whites	4 ea.
Sugar	3 oz.
Vanilla, extract	1/8 tsp.

Method:

1. Combine egg whites and sugar, whip until stiff peaks, add vanilla.
2. Spread meringue 3/4" thick on parchment paper on a sheet pan.
3 Bake in a 350°F oven until browned, (do not let meringue rise).
4. Cool, cut with 2" cutter.

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Lemon Gelee

Ingredients & Method

Ingredients:	Yield: 12 portions
Lemon **JELL-O**	4 oz.
Wine	12 oz.
Orange juice	12 oz.
Mixed fresh fruit	24 oz.

Method:

1. Heat wine and orange juice.
2. Pour over Lemon **JELL-O** and dissolve.
3. Cool to 80°F and pour over arranged fresh fruit, chill.

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Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

Chocolate Mousse with Meringue Hat on Fresh Fruit Gelee

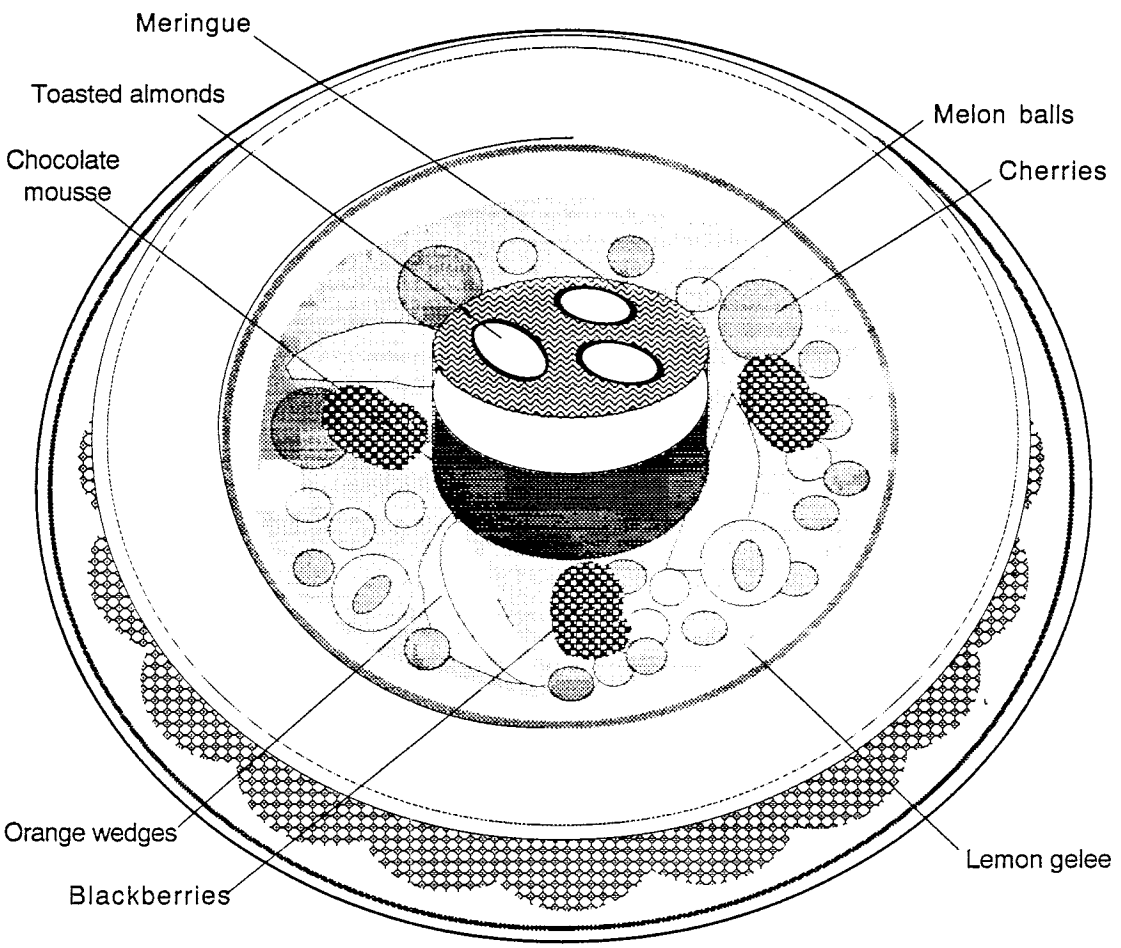

Plate Description:

Dessert: Chocolate mousse with meringue hat with toasted almonds according to recipe

Lemon gelee according to recipe

Garnish: Fresh fruit arranged in lemon gelee

Method of Serving:

- Place fruit in soup plate allow room in center for mousse
- Pour lemon gelee over fruit, allow to set in refrigerator
- Place chocolate mousse in center of plate
- Place meringue on top of chocolate mousse
- Decorate top of meringue with toasted almonds

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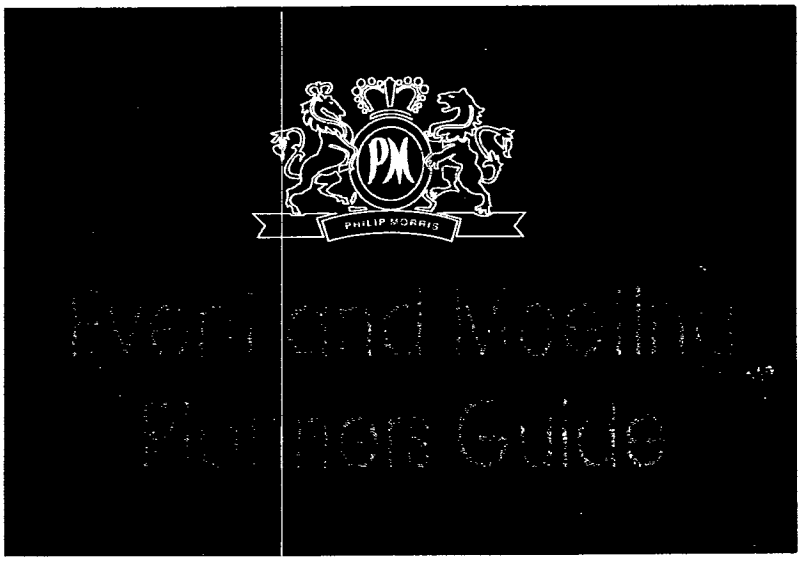

Velveeta | Cool Whip

PHILIP MORRIS

Event and Meeting Planners Guide

Kool Aid | Breyer's

Marlboro | Miller Beer | Bird's Eye | Löwenbräu

Velveeta | Light N' Lively | Sealtest | Cool Whip

Sear Mayer | Miracle Whip | Tang | Entenman

Toblerone | Cheez Whiz

Yuban | Breakstone's

Deli Menu Suggestions

2041002479

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Deli Menu Suggestions

It is the policy of Philip Morris Companies Inc. to use as many of its own products at company sponsored events as is practical, and to showcase our brands to their best advantage.

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" The recipes in this guide have been developed by The Culinary Institute of America as an industry service for Philip Morris."

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Luncheon Menu Suggestions

Cotto Salami and Luzzati Provolone Cheese Plate ____ 5

Smoked Turkey with Mixed Greens,
Cornbread and Cranberry Sauce ____ 9

Fruit, Cheese, and Cold Cut Plate
with Waldorf Salad and French Croutons ____ 15

Roast Beef with Mixed Greens, European Salad and Slaw ____ 21

Ham and Swiss on a Pumpernickel-Raisin Bagel with
Mixed Greens, Walnuts and Bleu Cheese ____ 27

Mexican Pizza with Smoked Turkey and Cobb Salad ____ 31

Cold Cut and Cheese Platters for 12 or 36 ____ 37

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Cotto Salami
& Luzzati Provolone
Cheese Plate

2041002484

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Cotto Salami and Luzzati Provolone Cheese Plate

Ingredients & Method

Ingredients:	Yield: 1 plate
Cotto salami	3 oz
Luzzati provolone cheese	2 oz.
Plum tomato, sliced	1 oz.
Red onion, thinly sliced	3/4 oz.
Mixed greens	3/4 oz.
Royal pepperoncine	1 each
Royal black olives	2 each
Lender's onion bagel	1 each
Kraft golden Italian	1 tsp.

Method:

1. Split bagel and slice in half.
2. Slice each half-bagel in half again.
3. Arrange the four half-slices of the bagel around the plate, forming a circle, the cut side of the bagel facing down
4. Arrange slices of salami on top of bagels; next arrange the provolone, thinly sliced onions, sliced plum tomatoes, pepperoncine, and finally tossed mixed greens.

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Cotto Salami
and
Luzzati Provolone Cheese Plate

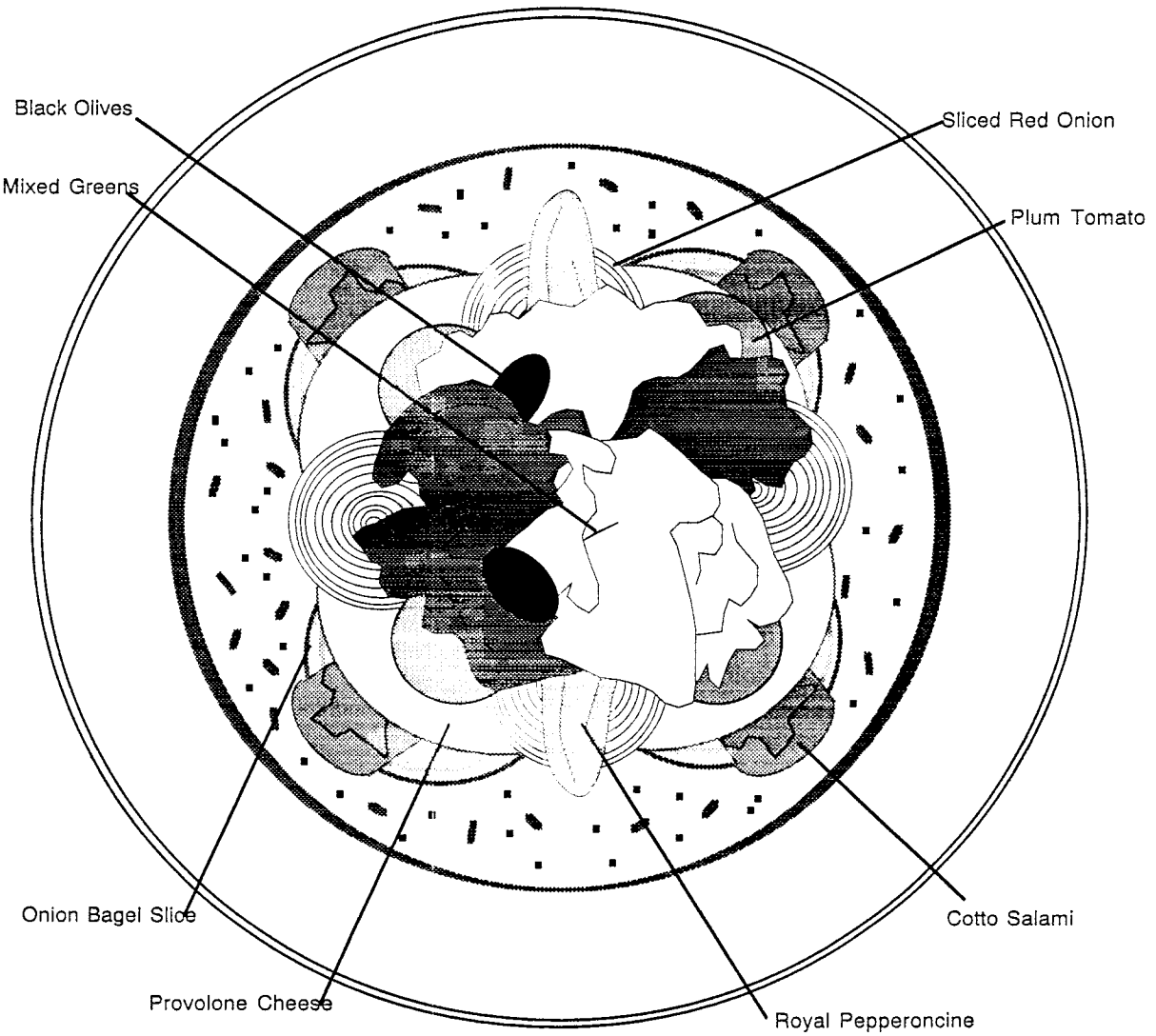

Plate Description:

Bagel Slice:	Lender's onion bagel sliced horizontally in four segments
Cotto Salami:	4 slices totaling 3 ounces, each slice rolled up, placed on bagel
Provolone Cheese:	4 slices Luzzati cheese, totaling 2 ounces, left flat, placed on top of salami
Red Onion:	4 slices, approximately 1/8" thick, placed on top of cheese
Plum Tomato:	4 slices, approximately 1/8" thick, placed on top of cheese
Pepperoncine:	1 each Royal Pepperoncini, split, arranged on top of onions
Mixed Greens:	Cleaned, tossed in Kraft golden italian dressing, arranged on top
Olives:	2 each Royal black olives , scattered on top

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Smoked Turkey Plate with Mixed Greens, Cornbread and Cranberry Sauce

2041002488

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Smoked Turkey Plate with Mixed Greens, Cornbread and Cranberry Sauce

Ingredients & Method

Ingredients:	Yield: 1 plate
Mixed greens	3/4 oz.
Oscar Mayer regular layer bacon	3/4 oz.
Corn muffin (recipe to follow)	1 each
Oscar Mayer Hickory Smoked Turkey Breast	4 oz.
Cranberry sauce (recipe to follow)	2 oz.
Dried fruit compote (recipe to follow)	1/2 oz.

Method:

1. Cut muffin horizontally into thirds and fan on plate
2. Arrange sliced turkey on top of muffin.
3. Place seasoned mixed greens, bacon bits and dried fruit compote as depicted in picture.
4. Add cranberry sauce and garnish with dried cranberries.

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Cornbread

Ingredients and Method

Ingredients:	Yield: 2 dozen
Oscar Mayer Breakfast Sausage	1#
Sugar	1#
Salt	2 Tbsp.
Eggs	4 each
Milk	2 cup
Orange extract	1 Tbsp.
All-Purpose flour	18 oz.
Yellow cornmeal	8 oz.
Calumet baking powder	1 1/2 oz.
Oil	10 oz.

Method:

1. Mix together eggs, sugar, orange extract and milk.
2. Mix together separately, flour, cornmeal, salt and baking powder.
3. Incorporate wet ingredients into flour mixture 1/3 at a time, mixing well.
4. Fold in breakfast sausage.
5. Add oil and mix well.
6. Grease muffin tins or molds.
7. Fill tins or molds 2/3 full.
8. Bake at 375 degrees F for 12-15 minutes or until skewer inserted comes out clean.

Note: For breakfast sausage if pre cooked slice and add, if not pre cooked cook, slice and chill.

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Cranberry Sauce

Ingredients & Method

Ingredients: **Yield: 24 servings**

Cranberries	2 #
Lemon, juice	1 each
Sugar	1 #
Grenadine syrup	2 Tbsp.
Kraft Cranberry Juice Cocktail	2 cup

Method:

1. Place cranberries in a saucepot with lemon juice, grenadine and sugar.
2. Cover with water and bring to a boil. Cook until cranberries are soft (approximately 20 minutes).
3. Strain and remove seeds and chill.
4. The amount of sugar may be increased if a sweeter end product is desired.

Dried Fruit Compote

Ingredients & Method

Ingredients: **Yield: 24 portions**

Dried cherries	1 cup
Dried cranberries	1 cup
Dried apricots	1 cup
Dried raisins	1 cup
Sugar	2 cups
Sherry vinegar	1 cup
Orange juice and zest	1 each
Fresh brewed tea (one tea bag, one cup water)	1 cup

Method:

1. Combine all ingredients, bring to a boil.
2. Simmer for 15 minutes.

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Smoked Turkey with Mixed Greens, Cornbread and Cranberry Sauce

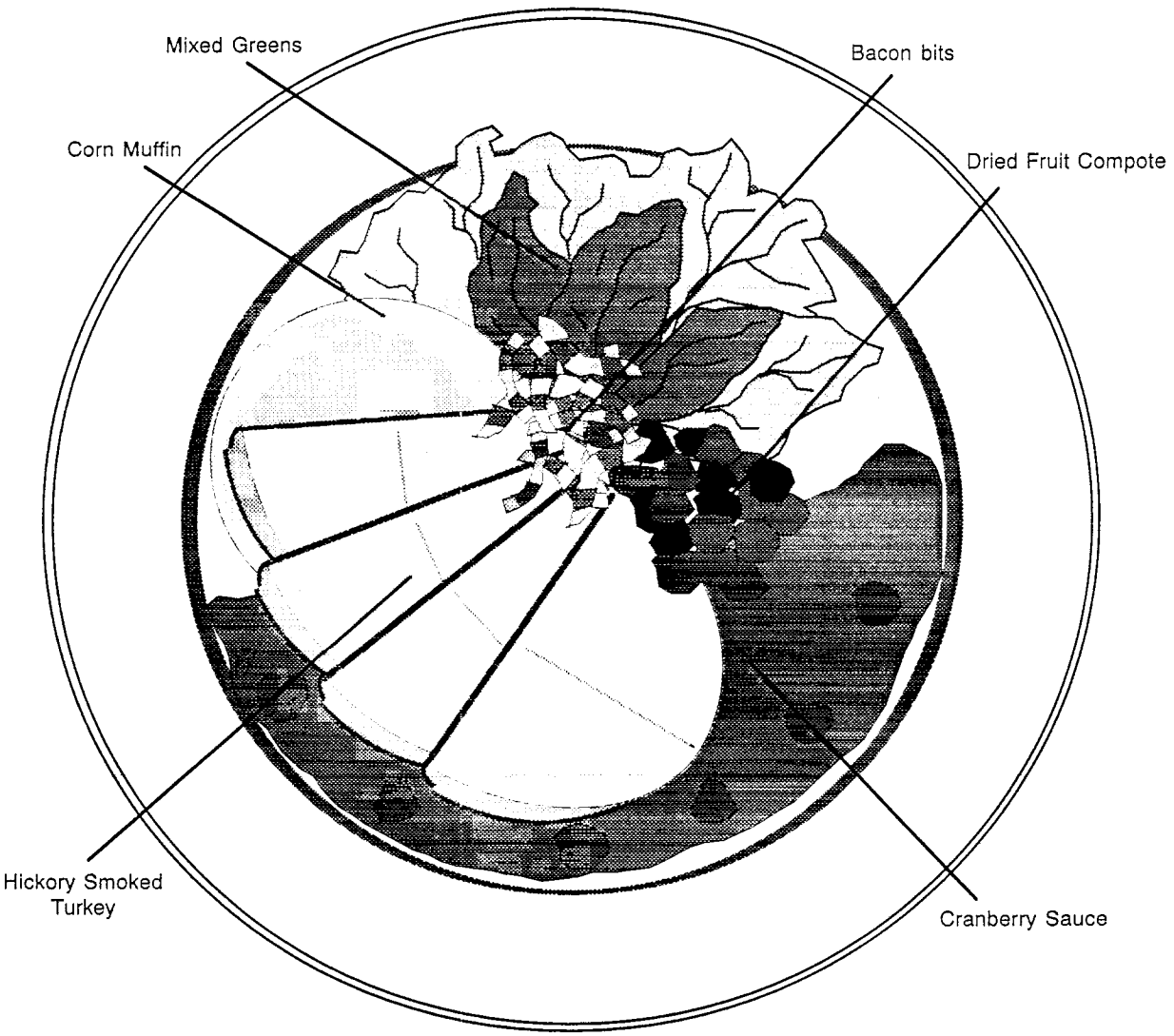

Plate Description:

Corn Muffin:	According to recipe, sliced into thirds, arranged in a fan on plate
Smoked Turkey Breast:	4 ounces, sliced Oscar Mayer Hickory Smoked Turkey Breast, folded, arranged in a fan on top of the corn muffins
Cranberry Sauce:	Pooled on bottom of plate, whole cranberries arranged in sauce for garnish
Mixed Greens:	Cleaned, dipped in vinaigrette dressing, arranged on plate
Dried Fruit Compote:	Arranged on plate
Bacon Bits:	Crisp julienne of Oscar Mayer Regular Layer Bacon, arranged next to compote

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Fruit, Cheese, and Cold Cut Plate with Waldorf Salad and French Croutons

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Fruit, Cheese, and Cold Cut Plate with Waldorf Salad and French Croutons

Ingredients & Method

Ingredients:	Yield: 1 plate
Oscar Mayer hickory smoked turkey breast	3/4 oz.
Jubilee ham	3/4 oz.
Oscar Mayer top round	3/4 oz.
Mohawk sharp cheddar	1/2 oz.
Kraft brie	2 oz.
Polly-O fresh mozzarella	1 1/2 oz.
Mint honey vinaigrette (recipe to follow)	
Poach pear (recipe to follow)	
Mache	1/2 oz.
Kraft pourable bleu cheese dressing	1 tsp.
Waldorf salad (recipe to follow)	
French bread croutons	5 each
Grapes	2 oz.

Method:

1. Place mache flavored with Kraft bleu cheese dressing on plate as in picture.
2. Arrange toasted croutons on plate followed with sliced meats, Brie cheese, seasoned mozzarella cheese, grapes and poached pear.
3. Arrange Waldorf salad in center of plate.
4. Add cheddar cheese.

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Mint Honey Vinaigrette

Ingredients & Method

Ingredients: **Yield: 1 qt.**

Honey	2 Tbsp.
Mint, fresh	1 bunch
Apple cider vinegar	1 cup
Salad oil	3 cups

Method:

1. Add honey and chopped mint to vinegar.
2. Slowly add oil to seasoned vinegar while beating with a wire whisk.
3. Coat sliced Polly-O fresh mozzarella with mixture.

Waldorf Salad

Ingredients & Method

Ingredients: **Yield: 24 servings**

Apples	2#
Celeriac, blanched	8 oz.
Walnuts, toasted	2 oz.
Kraft Mayonnaise	1/2 cup
Sour cream or whipped cream	1/2 cup
Lemon, juice	2 each
Salt	2/3 tsp.

Method:

1. Dice apples, celeriac and walnuts.
2. Combine mayonnaise, sour cream or whipped cream.
3. Add lemon juice.
4. Blend all ingredients together.

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Poached Pears

Ingredients & Method

Ingredients: **Yield: 24 servings**

Port wine	1/2 qt.
Water	1/2 qt.
Sugar	4-6 oz.
Cinnamon stick	2 sticks
Cloves	2 each
Orange zest	1 piece
Pears	6 each

Method:

1. Combine the wine, water, sugar, cinnamon, clove and orange zest in a small rondeau and bring to a simmer.
2. Add the pears and return the mixture to a simmer. The pears should be completely submerged in the poaching liquid. If not, add more water to cover, continue to simmer the fruit gently for 10 to 12 minutes.
3. Remove the pears from the poaching liquid, peel them, cut into quarters.
4. Store in poaching liquid.

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Fruit, Cheese and Cold Cut Plate with
Waldorf Salad and French Croutons

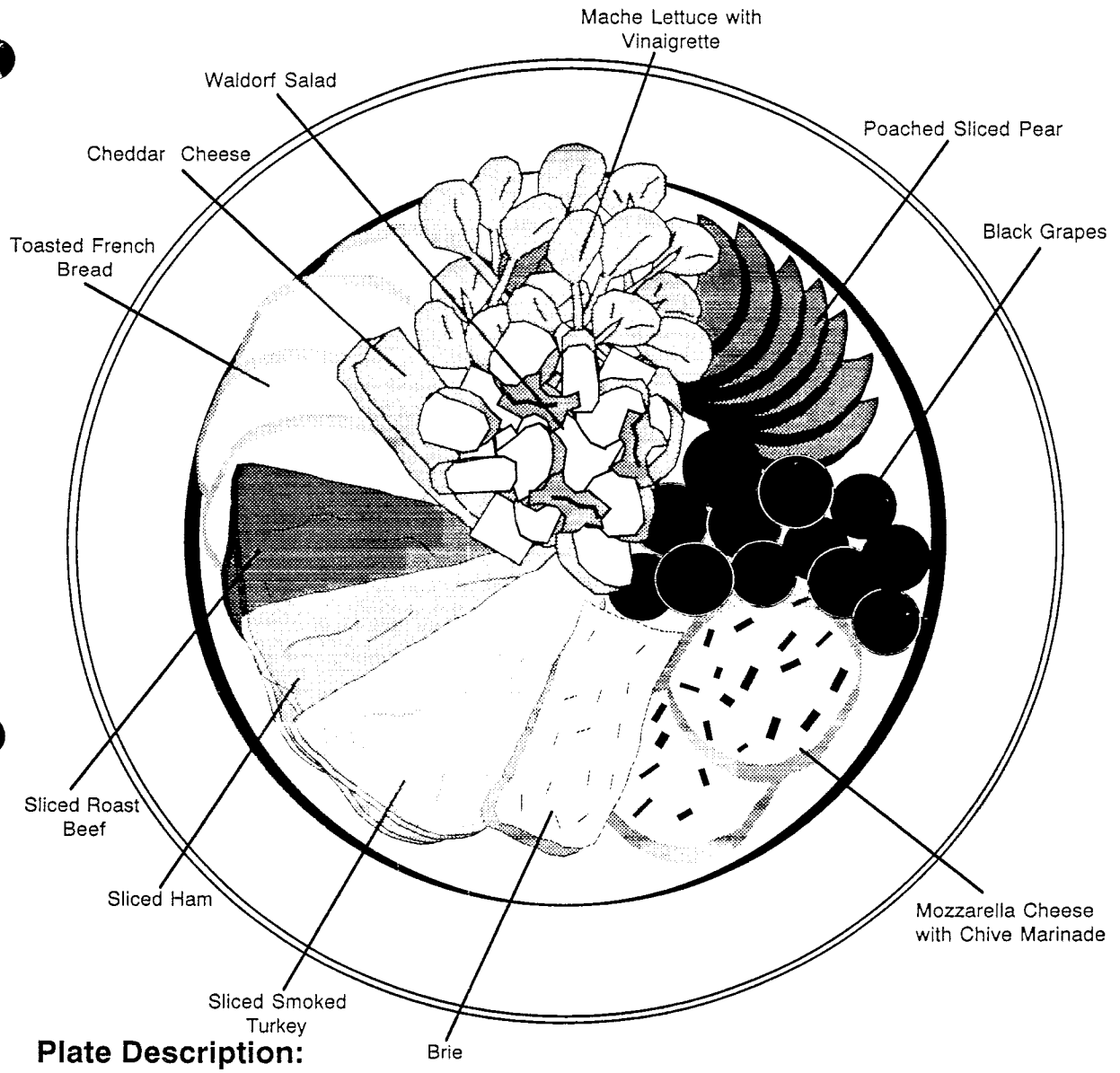

Plate Description:

Mache Lettuce:	Lettuce is cleaned, tough ends removed, dipped in vinaigrette flavored with Kraft bleu cheese dressing and plated
Poached Sliced Pear:	One-half pear poached in red wine and spices, chilled, sliced
Black Grapes:	Small bunch, washed and plated
Cheese:	Two slices fresh mozzarella, marinated in chive vinaigrette
Brie and Cheddar Cheese:	1 slice each of Mohawk sharp cheddar and Kraft brie, approx. 2-1/2 oz. each
Toasted French Bread:	4 slices, toasted until golden brown
Sliced Meats:	1 slice of each, Oscar Mayer meats, Jubilee ham, folded in half, arranged on plate overlapping each other
Waldorf Salad:	Apples, celery, walnuts and mayonnaise dressing, tossed together and arranged in the center of the plate

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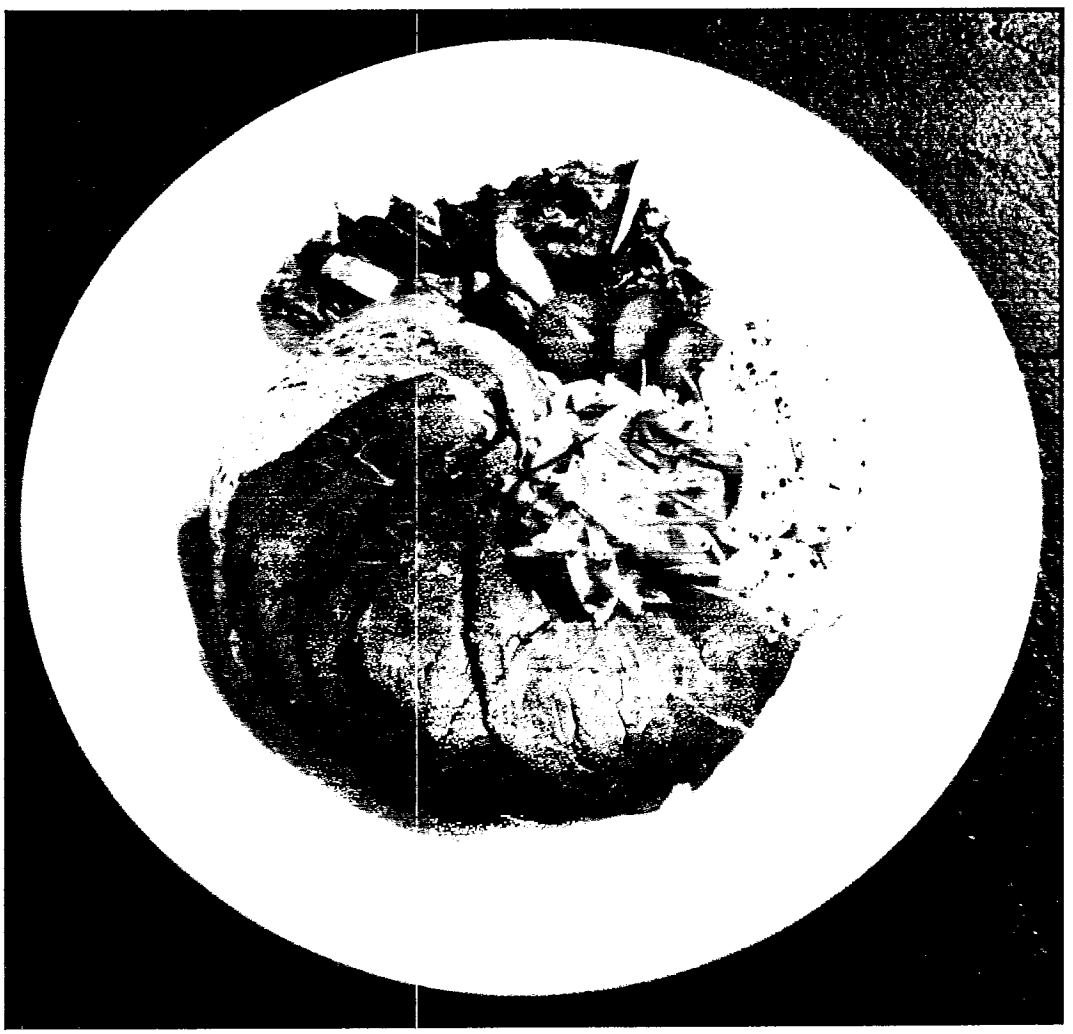

Roast Beef Plate with Mixed Greens, European Potato Salad and Slaw

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Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

Roast Beef Plate with Mixed Greens, European Potato Salad and Slaw

Ingredients & Methods

Ingredients:	Yield: 1 plate
Oscar Mayer select top round	3 1/2 oz
Potato salad (recipe to follow)	1 1/2 oz.
Cole slaw (recipe to follow)	2 oz.
Prestige sweet cherry peppers	1 each
Prestige gherkins	2 each
Prestige sweet pickles	2 each
Mixed greens	3/4 oz.
Kraft Russian dressing	1 oz.
Kraft Thousand Island dressing	2 oz.
Rye bread, cut diagonally in half	2 slices

Method:

1. Toss mixed greens in 1 oz. Russian dressing.
2. Arrange seasoned mixed greens on plate.
3. Fan sliced rye bread.
4. Arrange slices of roast beef on top of bread.
5. Add cole slaw, potato salad and pickles as shown in picture.

2041002501

Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

European Potato Salad

Ingredients & Method

Ingredients: **Yield: 24 portions**

Potatoes, cooked, peeled and sliced	3#
Onions, fine diced	5 oz.
Red vinegar	3 oz.
Beef broth	8 oz.
Prepared mustard	to taste
Salt and pepper	to taste
Sugar	to taste
Vegetable oil	to taste
Parsley and chives, chopped	1 Tbsp.

Method:

1. Combine the onions, vinegar and broth, bring the mixture to a boil, add mustard, salt, pepper, sugar, keep hot, add oil and immediately pour the dressing over the potatoes.
2. Sprinkle the potato salad with parsley and chives and serve at room temperature.

2041002502

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Cole Slaw

Ingredients & Method

Ingredients:	Yield: Approximately 24 servings
Green cabbage, sliced very thin	1 head
Red cabbage, sliced very thin	1/4 head
Carrots, shredded	1/4 #
Green bell peppers, small dice	1 each
Celery, small dice	1 ribs
Kraft cole slaw dressing	1 cups

Method:

1. Add vegetable ingredients to dressing and mix well.

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Roast Beef with Mixed Greens, European Salad and Slaw

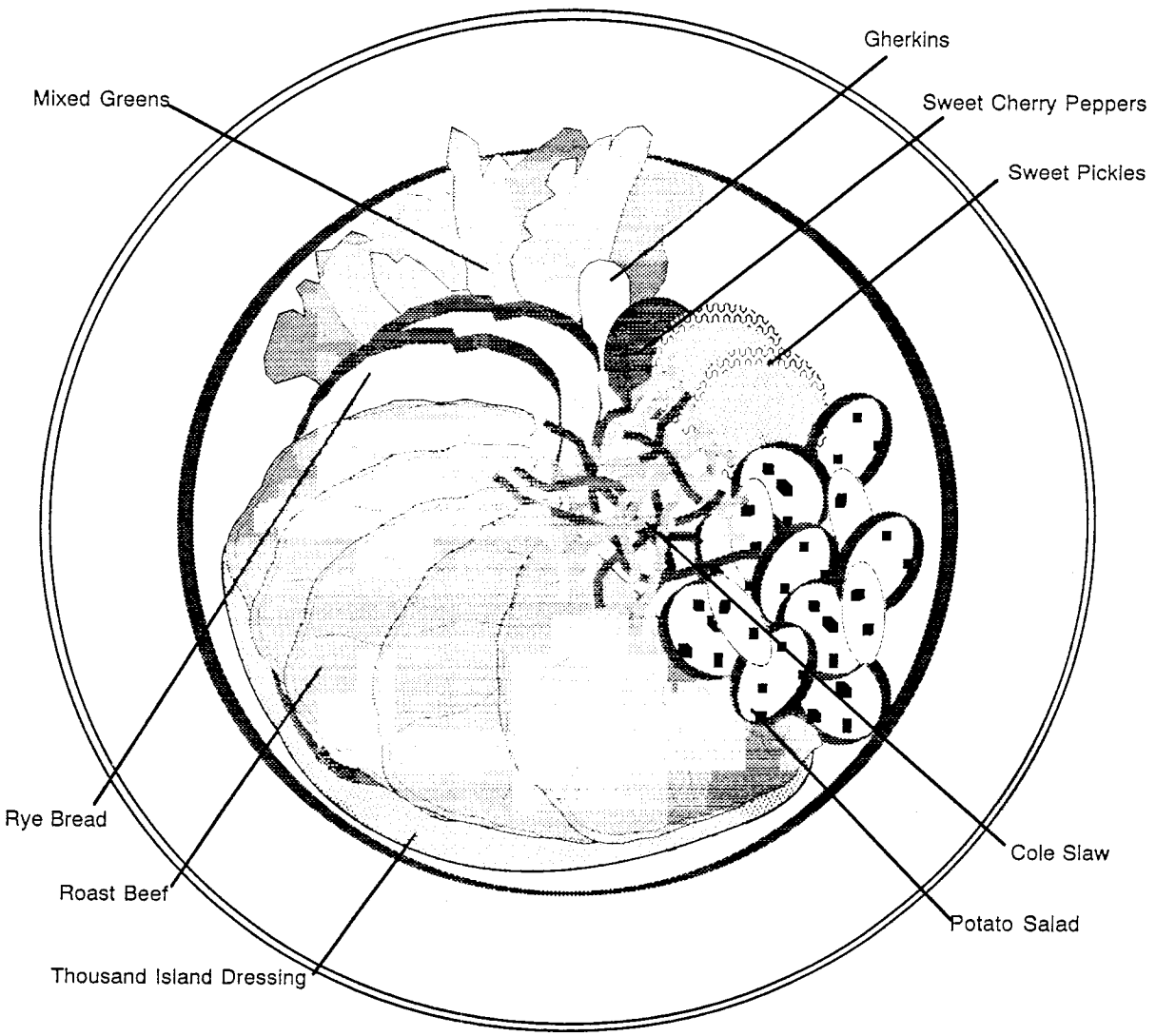

Plate Description:

Rye Bread:	Cut diagonally in half, fanned on plate
Thousand Island Dressing:	Kraft dressing pooled on botton of plate
Roast Beef:	Oscar Mayer select top round, arranged on top of rye bread
Cole Slaw:	According to enclosed recipe, arranged in center of plate
Potato Salad:	According to enclosed recipe, arranged next to cole slaw
Mixed Greens:	Cleaned, tossed in Kraft Russian Dressing, arranged on plate
Sweet Cherry Pepper:	Prestige brand, arranged next to tossed salad
Gherkins:	Prestige brand, arranged next to cherry pepper
Sweet Pickles:	Prestige brand, slices, arranged next to gherkins

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Ham and Swiss on a
Pumpernickel-Raisin Bagel
with Mixed Greens,
Walnuts and Bleu Cheese

2041002506

Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

Ham and Swiss on a Pumpernickel-Raisin Bagel with Mixed Greens, Walnuts and Bleu Cheese

Ingredients & Method

Ingredients:	Yield: 1 plate
Jubilee buffet ham	3 1/2 oz.
Red seedless grapes	5 each
Kraft Swiss sandwich cuts	1 oz.
Kraft bleu cheese wheel	1/4 oz.
Walnuts	1/8 oz.
Mixed greens	3/4 oz.
Pear, fresh, julienne	1/4 pear
Kraft Rancher's Choice Dressing	1 oz.
Lender's pumpernickel-raisin bagel	1 ea.

Method:

1. Place mixed greens on plate.
2. Slice bagel horizontally in four slices and toast the slices.
3. Arrange toasted bagel slices in a circular fashion on plate cut side down.
4. Alternately arrange slice of ham and cheese over top of the bagel slices.
5. Add julienne of fresh pear, crumbled bleu cheese, red grapes, walnuts and arrange on plate as in picture.
6. Add Kraft Rancher's Choice Dressing.

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Ham and Swiss on a Pumpernickel-Raisin Bagel with Mixed Greens, Walnuts and Bleu Cheese

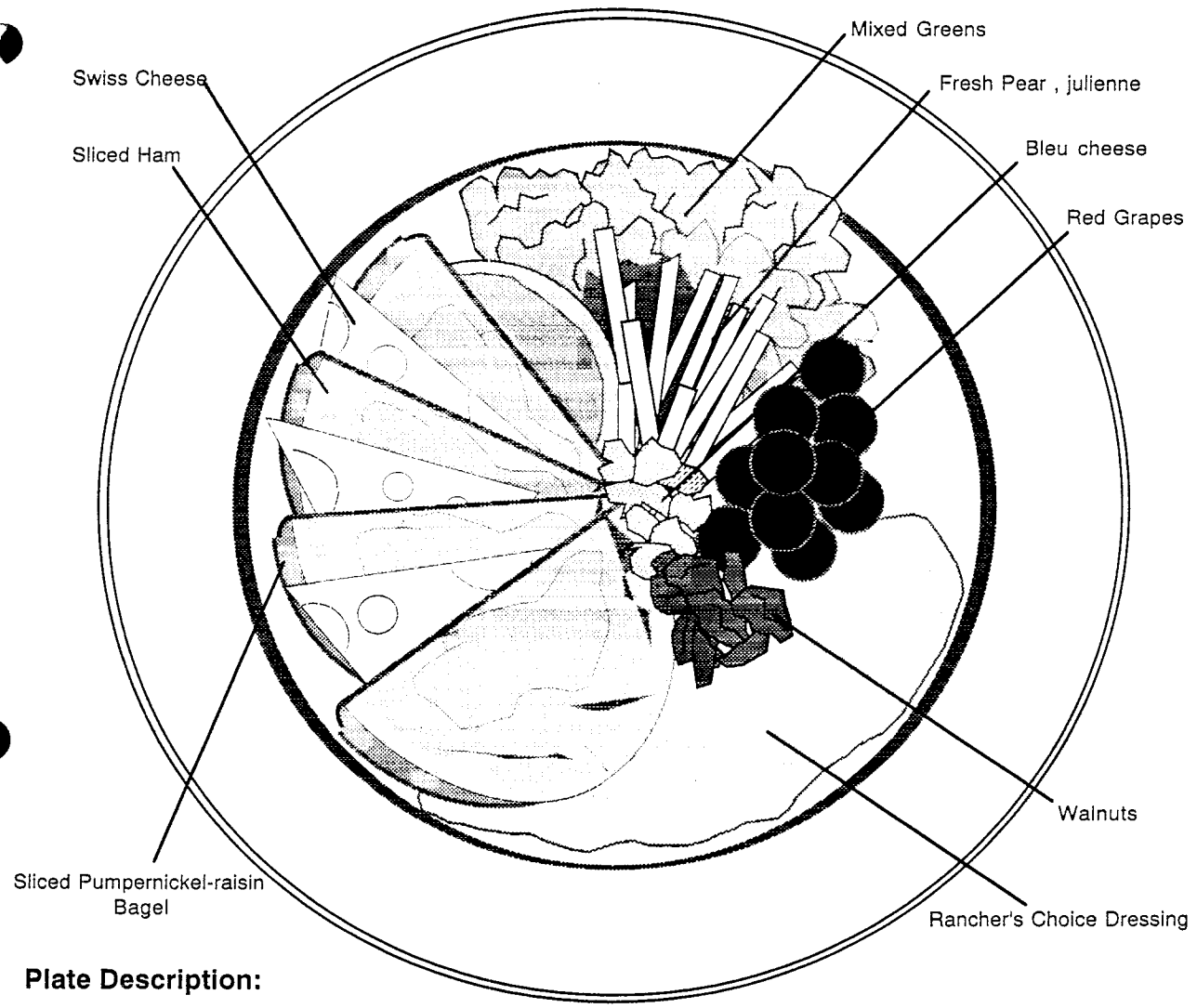

Plate Description:

Pumpernickel-raisin Bagel:	Lender's Bagel sliced horizontally in four slices, toasted, arranged in circular fan, cut side down
Ham:	Alternated with Kraft SwissSandwic- Cut cheese, 1 ounce
Swiss Cheese:	Alternated with Jubilee Buffet Sliced Ham, 3-1/2 ounce
Rancher's Choice Dressing:	Kraft dressing pooled on bottom of plate
Mixed Greens:	Cleaned, arranged on plate
Pear Julienne:	Fresh pear, cut julienne, arranged on top of greens
Red Grapes:	A small cluster, arranged next to pear
Bleu Cheese:	Kraft Bleu Cheese, arranged in a small pile in the center of the plate
Walnuts:	Arranged next to cheese

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Mexican Pizza with Smoked Turkey and Cobb Salad

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Mexican Pizza with Smoked Turkey and Cobb Salad

Ingredients & Method

Ingredients:	Yield: 1 plate
Boboli 6"	1 each
Salsa (recipe to follow)	4 oz.
Oscar Mayer Smoked Turkey, julienne	3 oz.
Kraft cheddar cheese, shredded	1 1/2 oz.
Kraft Monterey Jack cheese, shredded	1 1/2 oz.
Royal black olives, sliced	2 each
Cobb salad (recipe to follow)	

Method:

1. Thaw boboli according to manufacturer's directions.
2. Prepare salsa.
3. Arrange salsa, julienne of turkey, shredded cheese and olives on top of boboli.
4. Bake until crusts are crisp in preheated 450 degree oven for 7-10 minutes.
5. Arrange separate ingredients for Cobb Salad as shown in picture.

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Salsa Cru

Ingredients & Method

Ingredients:	Yield: 24 portions
Tomato, concassed	12 each
Scallions, sliced	12 each
Garlic, minced	3 each
Cilantro, chopped	15 sprigs
Chili peppers, roasted, peeled, deseeded and chopped	12 each
Vinegar	3 Tbsp.
Honey	3 Tbsp.

Method:

1. Combine all ingredients and let macerate for one hour.
2. Season with salt.

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Cobb Salad

Ingredients & Method

Ingredients:	Yield: 1 portion
Avocado, diced	1/2 oz.
Kraft Bleu cheese, crumbled	**1/2 oz.**
Oscar Mayer bacon, cooked and chopped	1/4 oz.
Lettuce, shredded	3/4 oz.
Breakstone or Sealtest sour cream	**1/4 oz.**
Tomato, diced	1/4 oz.
Egg white, hard cooked	1/5 oz.
Egg yolk, hard cooked	1/5 oz.

Method:

1. Separately arrange ingredients on plate as shown in picture.

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Mexican Pizza with Smoked Turkey and Cobb Salad

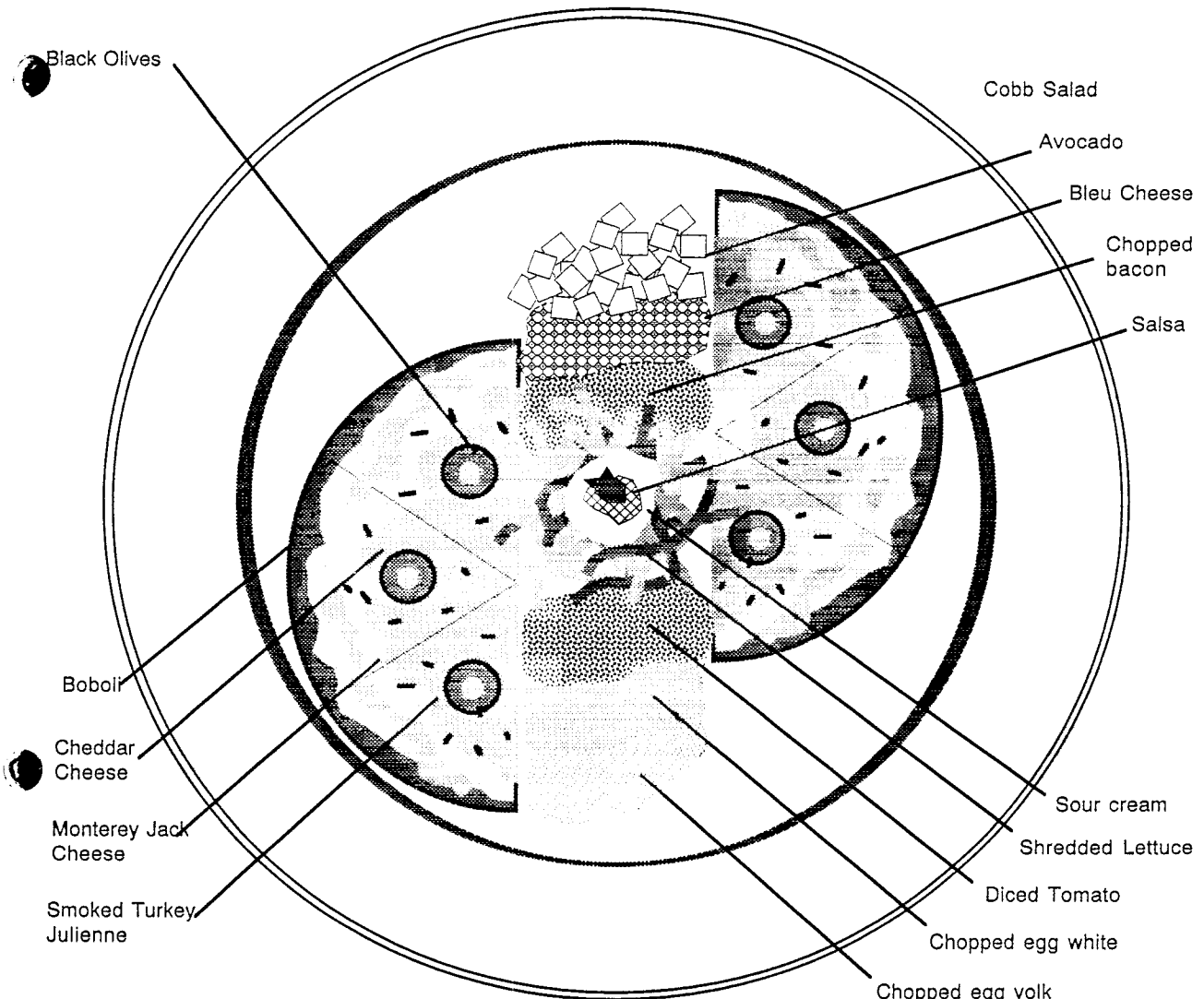

Plate Description:

Boboli:	Boboli with julienned Oscar Mayer Smoked Turkey breast sprinkled on
(Mexican Pizza)	top, grated Kraft Monterey Jack and Cheddar cheese sprinkled over turkey, baked according to recipe
Salsa Cru:	Prepared according to recipe, small dollop placed on top of sour cream
Cobb Salad:	Prepared according to recipe, arranged as follows
Avocado:	Diced, arranged between pizza
Kraft Bleu Cheese:	Crumbled, arranged below pizza
Bacon:	Cooked , chopped, arranged below pizza
Lettuce:	Shredded, placed below bacon in the center of the plate
Sour Cream:	Dollop placed on top of chopped lettuce
Tomato:	Chopped, arranged below lettuce
Egg Yolk:	Chopped, arranged below tomato
Egg White:	Chopped, arranged below egg yolk
Black Olives:	2 Royal black olives, sliced, arranged on top of Boboli

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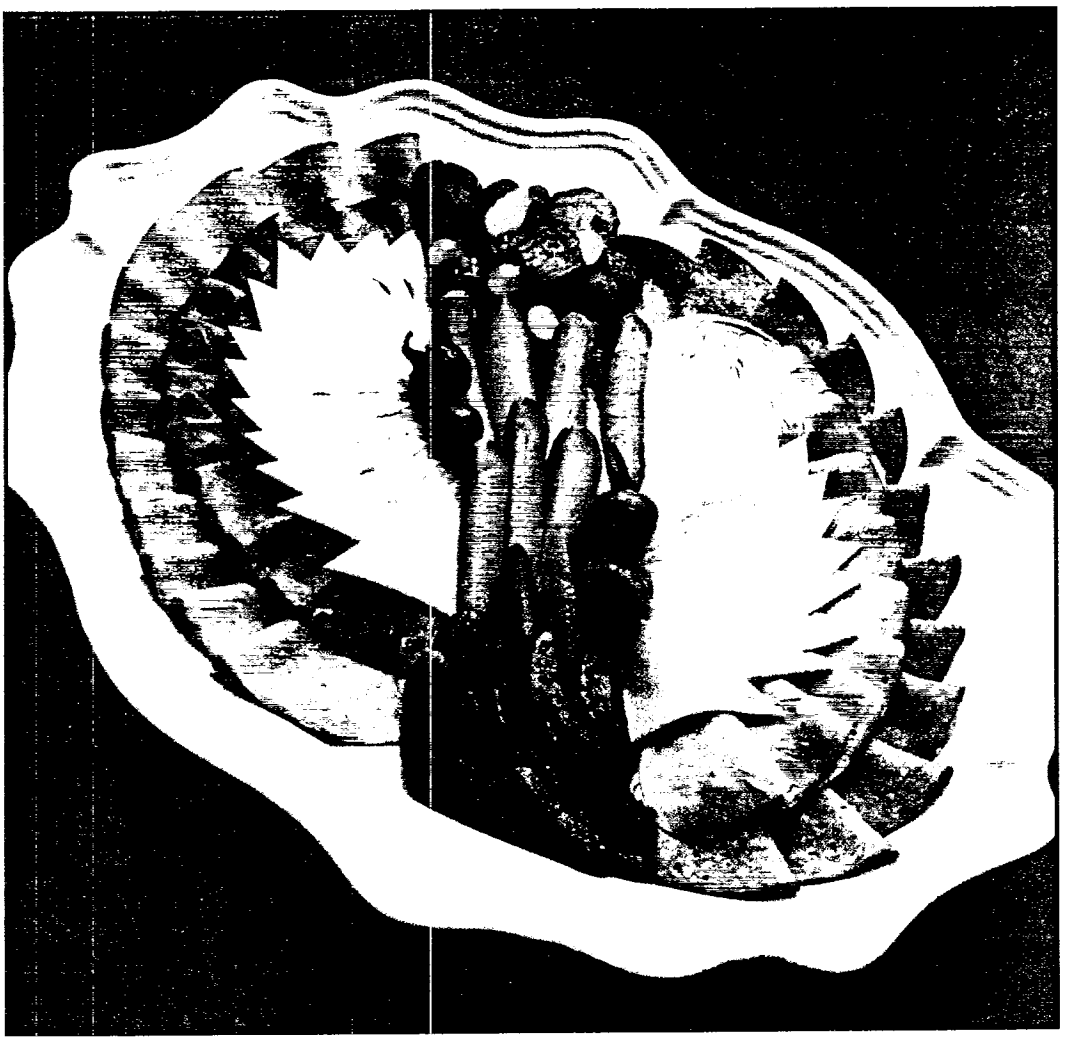
Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000



Cold Cut and Cheese Platters For Twelve

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Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

Cold Buffet

Ingredients: Yield: 12 people

Note: Industry standards for cold cut portions are generally based on one-quarter (1/4) pound of each meat item per person

Oscar Mayer Select Top Round Roast beef	18 slices at 1/2 oz. per slice to total 9 oz.
Oscar Mayer Buffet Jubilee Ham	12 slices at 2/3 oz. per slice to total 8 oz.
Oscar Mayer Hickory Smoked Turkey	12 slices at 2/3 oz. per slice Breast to total 8 oz.
Oscar Mayer Cotto Salami	12 slices at 2/3 oz. per slice to total 8 oz.
Kraft Super Cured/Sliced	12 each 1/2 slices at 1/3 oz. American Cheese per slice to total 4 oz.
Kraft Sandwich-Cut Swiss Cheese	12 each 1/2 slices at 1/3 oz per slice to total 4 oz.

All meat slices are folded in half.
All cheese slices are cut in half.

Garnish :

Prestige Hot Cherry Peppers
Prestige Sweet Gherkins
Prestige Kosher Spears
Prestige Sweet Pickle Mix
Royal Pepperoncine

Note: For Silver Tray Presentation:
Coat trays with **Jello-Brand unflavored gelatin** - follow manufacturer's directions.

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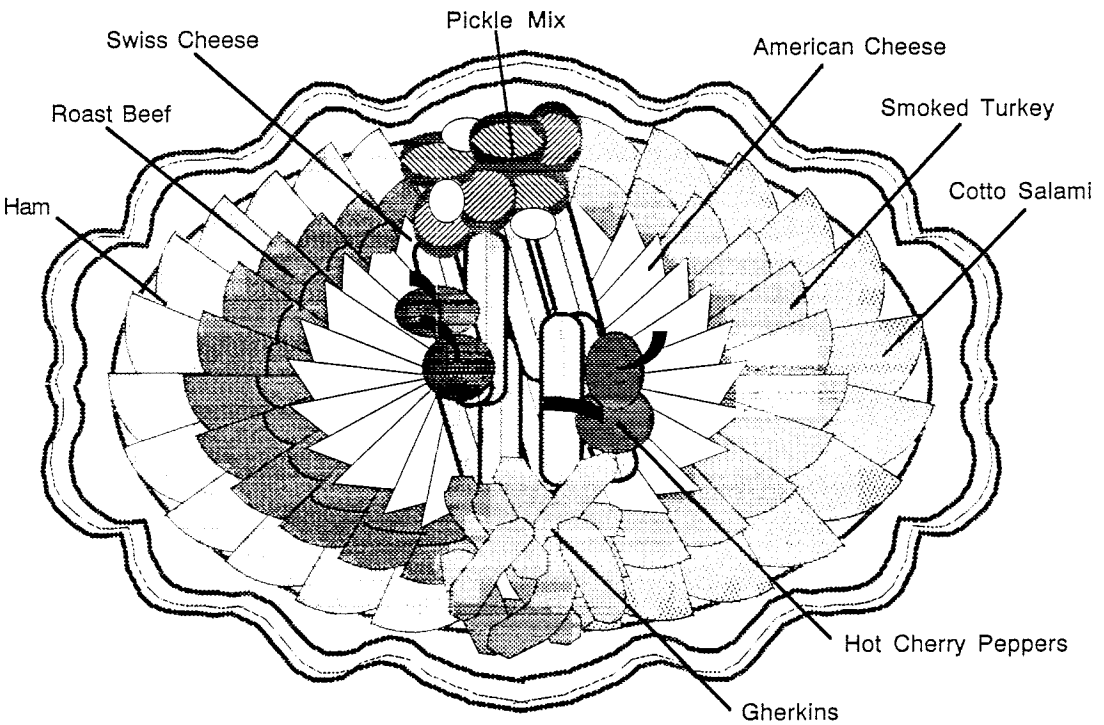
Cold Cut and Cheese Platter for 12



Platter Description

Meat slices are folded in half and fanned on platter as illustrated above, cheese slices are cut in half

Oscar Mayer Select Top Round Roast Beef:	18 Slices at 1/2 oz. per slice to total 9 oz., fanned on platter
Oscar Mayer Buffet Jubilee Ham:	12 slices at 2/3 oz. per slice to total 8 oz., fanned on platter
Oscar Mayer Hickory Smoked Turkey Breast:	12 slices at 2/3 oz. per slice to total 8 oz., fanned on platter
Oscar Mayer Cotto Salami:	12 slices at 2/3 oz. per slice to total 8 oz., fanned on platter
Kraft Super-Cured American Cheese:	12 each 1/2 slices at 1/3 oz. per slice to total 4 oz., fanned on platter
Kraft Sandwich-Cut Swiss Cheese:	12 each 1/2 slices at 1/3 oz. per slice to total 4 oz., fanned on platter
Garnish: **Prestige Hot Cherry Peppers** **Prestige Sweet Gherkins** **Prestige Kosher Spears** **Prestige Sweet Pickle Mix**	Garnish is arranged on platter as illustrated above

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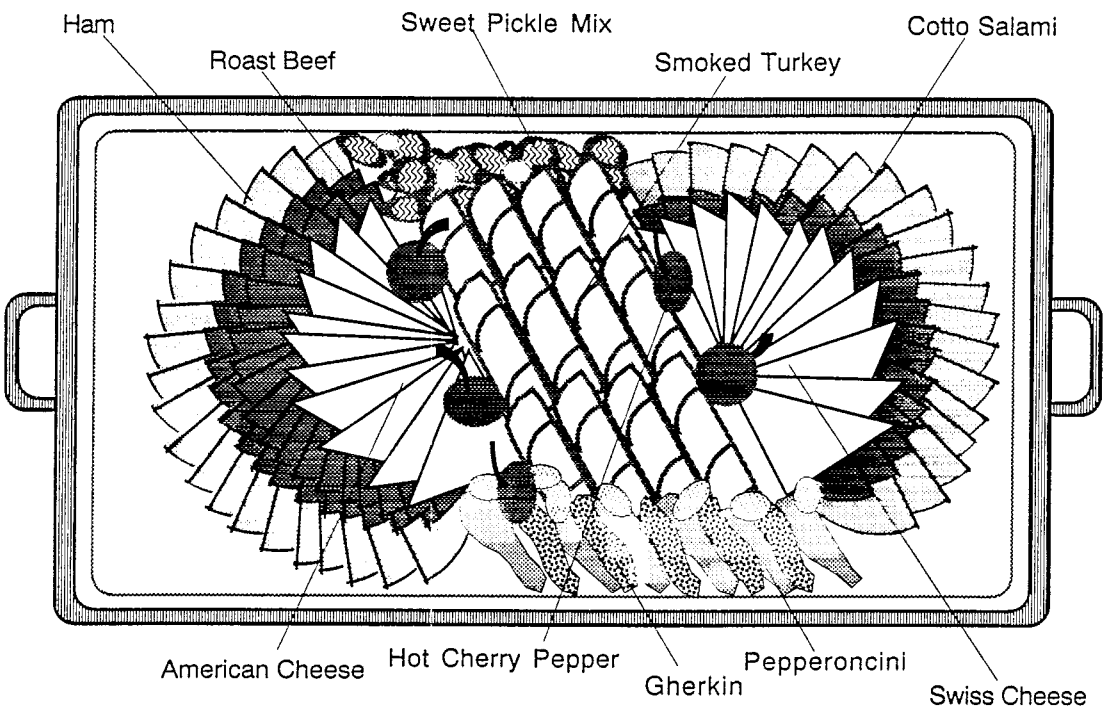
Cold Cut and Cheese Platter for 12



Platter Description

Meat slices are folded in half or rolled and fanned on platter as illustrated above, cheese slices are cut in half

Oscar Mayer Select Top Round Roast Beef:	18 Slices at 1/2 oz. per slice to total 9 oz., fanned on platter
Oscar Mayer Buffet Jubilee Ham:	12 slices at 2/3 oz. per slice to total 8 oz., fanned on platter
Oscar Mayer Hickory Smoked Turkey Breast:	12 slices at 2/3 oz. per slice to total 8 oz., rolled and arranged on platter
Oscar Mayer Cotto Salami:	12 slices at 2/3 oz. per slice to total 8 oz., fanned on platter
Kraft Super-Cured American Cheese:	12 each 1/2 slices at 1/3 oz. per slice to total 4 oz., fanned on platter
Kraft Sandwich-Cut Swiss Cheese:	12 each 1/2 slices at 1/3 oz. per slice to total 4 oz., fanned on platter
Garnish: **Prestige Hot Cherry Peppers** **Prestige Sweet Gherkins** **Prestige Sweet Pickle Mix**	Garnish is arranged on platter as illustrated above

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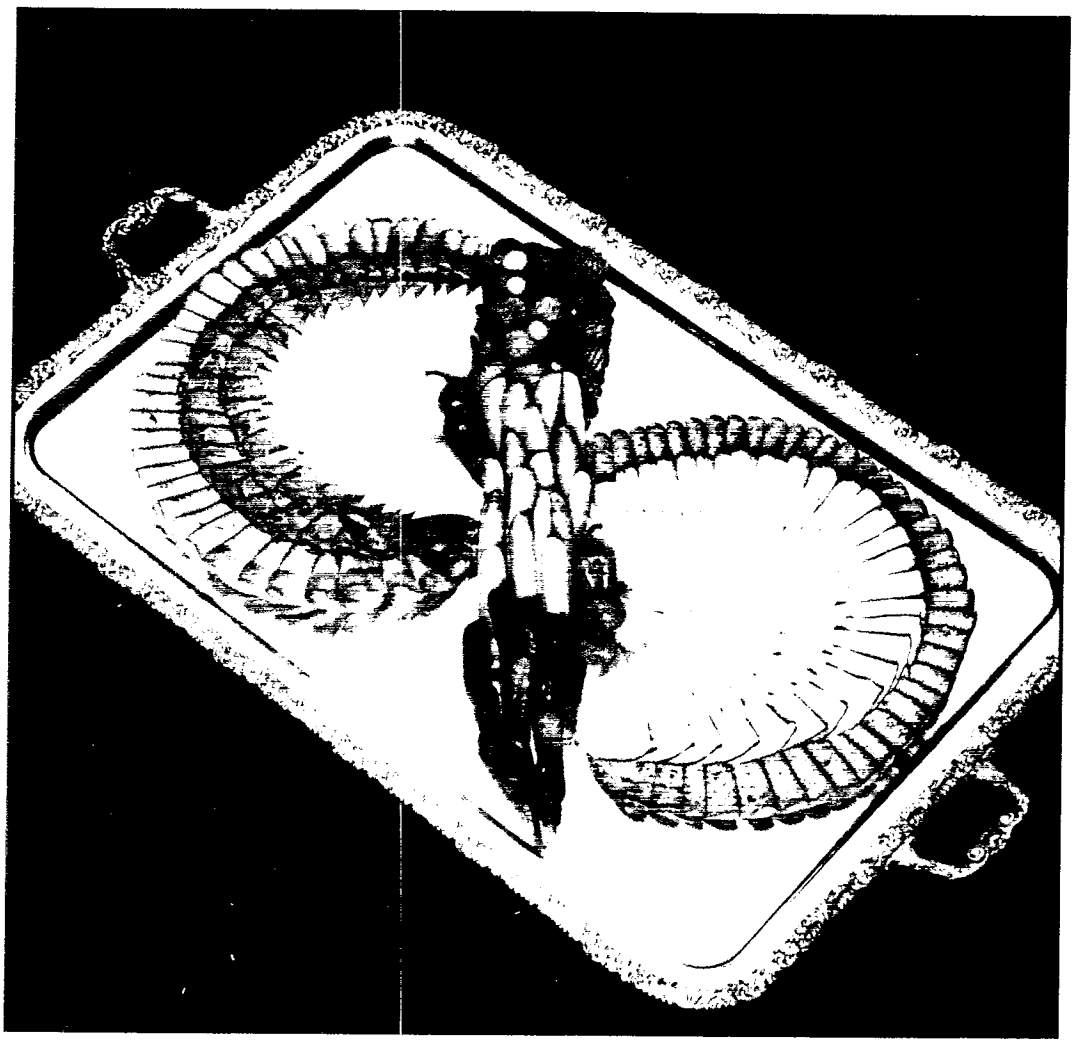

Cold Buffet Platter For Thirty Six People

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Source: https://www.industrydocuments.ucsf.edu/docs/fyxl0000

Cold Buffet
Ingredients

Ingredients: **Yield: 36 people**

Note: Industry standards for cold cut portions are generally based on one-quarter (1/4) pound of each meat item per person

Oscar Mayer Select Top Round	54 slices at 1/2 oz. per slice Roast beef to total 27 oz.
Oscar Mayer Buffet Jubilee Ham	36 slices at 2/3 oz. per slice to total 24 oz.
Oscar Mayer Hickory SmokedTurkey	36 slices at 2/3 oz. per slice Breast to total 24 oz.
Oscar Mayer Cotto Salami	36 slices at 2/3 oz. per slice to total 24 oz.
Kraft Super Cured/Sliced	36 each 1/2 slices at 1/3 oz. American Cheese per slice to total 12 oz.
Kraft Sandwich-Cut Swiss Cheese	36 each 1/2 slices at 1/3 oz. per slice to total 12 oz.

All meat slices are folded in half.
All cheese slices are cut in half

Garnish :

Prestige Hot Cherry Peppers
Prestige Sweet Gherkins
Prestige Kosher Spears
Prestige Sweet Pickle Mix
Royal Pepperoncine

Note: For Silver Tray Presentation:
Coat trays with **Jello-Brand unflavored gelatin** - follow manufacturer's directions.

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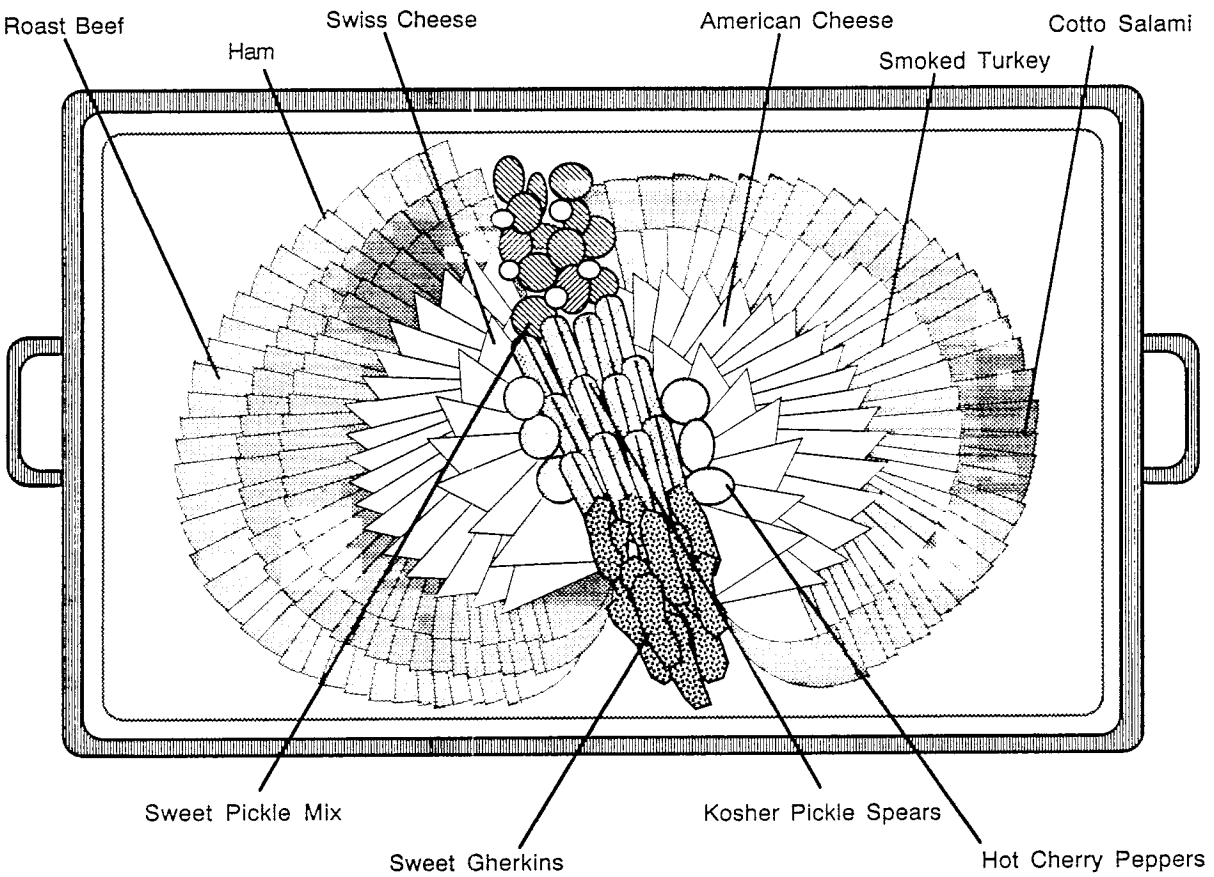
Cold Buffet Platter for 36 People



Platter Description:

All meat slices are folded in half and fanned on platter as illustrated above, cheese slices are cut in half

Oscar Mayer Select Top Round Roast Beef:	54 Slices at 1/2 oz. per slice to total 27 oz., fanned on platter
Oscar Mayer Buffet Jubilee Ham:	36 slices at 2/3 oz. per slice to total 24 oz., fanned on platter
Oscar Mayer Hickory Smoked Turkey Breast:	36 slices at 2/3 oz. per slice to total 24 oz., fanned on platter
Oscar Mayer Cotto Salami:	36 slices at 2/3 oz. per slice to total 24 oz., fanned on platter
Kraft Super-Cured American Cheese:	36 slices at 1/3 oz. per slice to total 12 oz., fanned on platter
Kraft Sandwich-Cut Swiss Cheese:	36 slices at 1/3 oz. per slice to total 12 oz., fanned on platter
Garnish: **Prestige Hot Cherry Peppers** **Prestige Sweet Gherkins** **Prestige Kosher Spears** **Prestige Sweet Pickle Mix**	Garnish is arranged on platter as illustrated above

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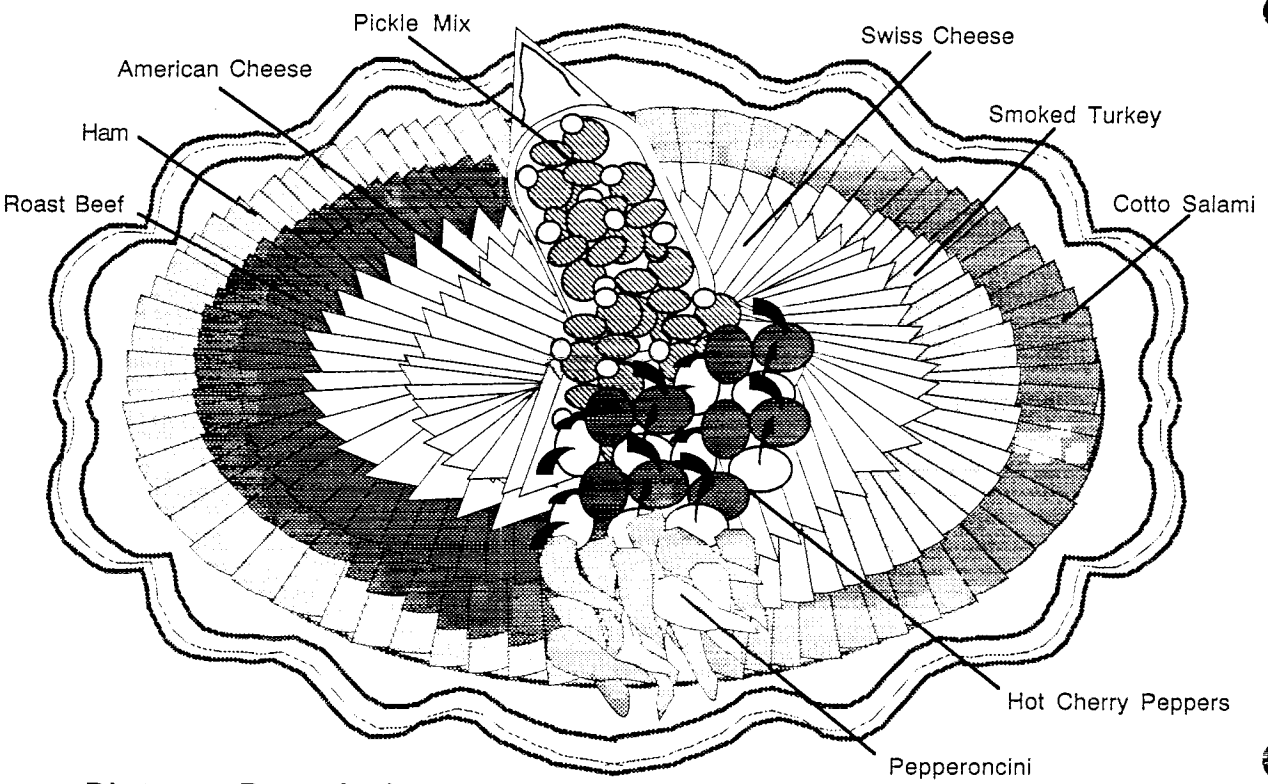
Cold Buffet Platter for 36 People



Platter Description

All meat slices are folded in half and fanned on platter as illustrated above, cheese slices are cut in half

Oscar Mayer Select Top Round Roast Beef:	54 Slices at 1/2 oz. per slice to total 27 oz., fanned on platter
Oscar Mayer Buffet Jubilee Ham:	36 slices at 2/3 oz. per slice to total 24 oz., fanned on platter
Oscar Mayer Hickory Smoked Turkey Breast:	36 slices at 2/3 oz. per slice to total 24 oz., fanned on platter
Oscar Mayer Cotto Salami:	36 slices at 2/3 oz. per slice to total 24 oz., fanned on platter
Kraft Super-Cured American Cheese:	36 slices at 1/3 oz. per slice to total 12 oz., fanned on platter
Kraft Sandwich-Cut Swiss Cheese:	36 slices at 1/3 oz. per slice to total 12 oz., fanned on platter
Garnish: **Prestige Hot Cherry Peppers** **Prestige Pepperoncini** **Prestige Sweet Pickle Mix**	Garnish is arranged on platter as illustrated above, with the pickle mix cascading out of an oval dish sitting on a napkin

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